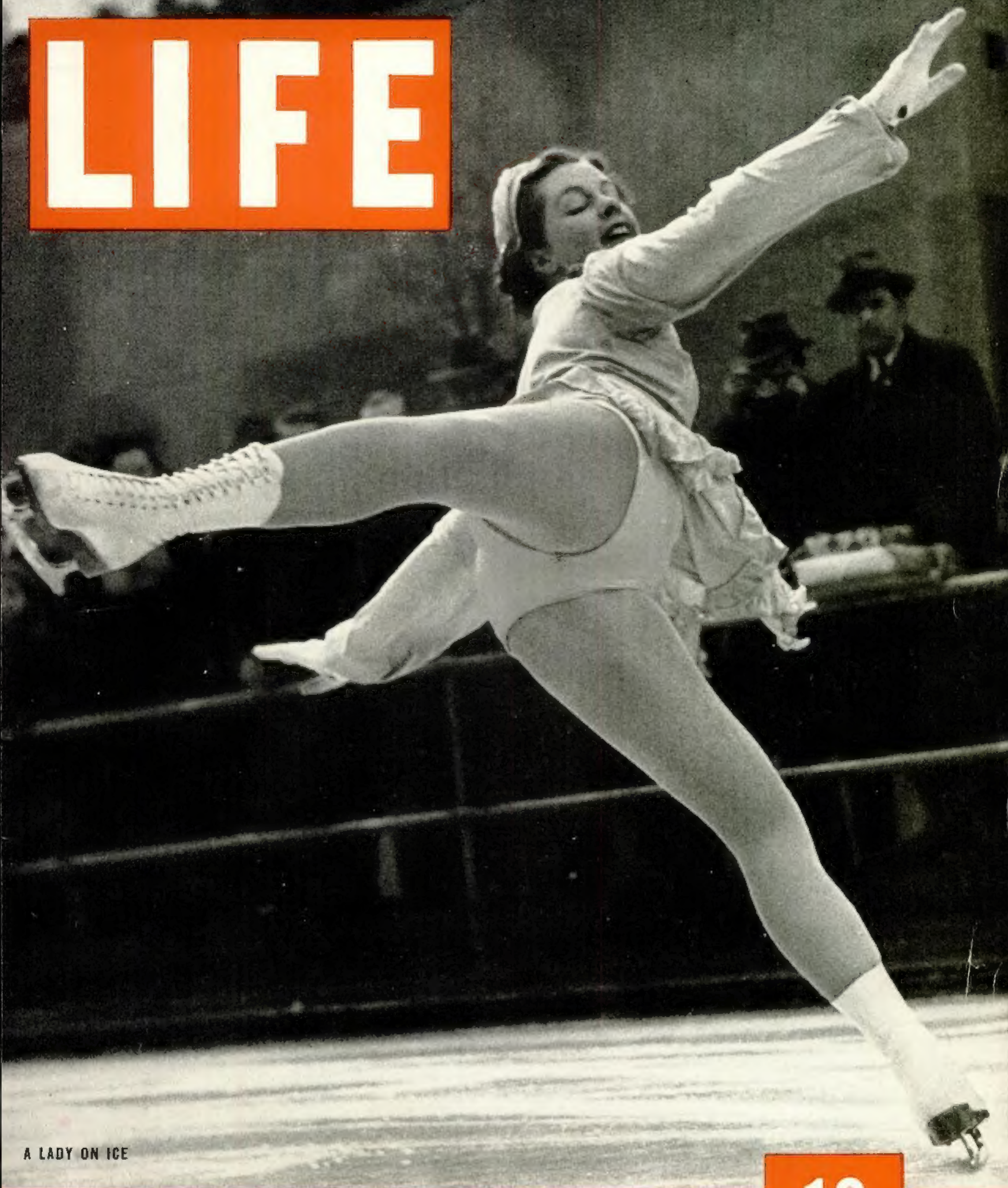


LIFE




A LADY ON ICE

JANUARY 3, 1938

10 CENTS

15 CENTS IN CANADA, HAWAII
ALASKA & U.S. POSSESSIONS



TO
800,000 subscribers
1,000,000 newsstand buyers
and 14,400,000 other readers
of this issue—

LIFE

wishes
A HAPPY NEW YEAR

PLYMOUTH BUILDS GREAT CARS

A MUCH



**YOU'LL
LIKE
ITS LOW
PRICE**

BIGGER VALUE

BE SURE YOU SEE the 1938 Plymouth... Try its Sensational New Ride—it's the Biggest Buy, the MOST CAR for the Money!

YOU WANT TO GET your money's worth when you buy a car. So compare delivered prices...and *actual values*. You'll be astonished when you find how *much more* the new 1938 Plymouth gives for your money!

Try the new Plymouth ride. You'll find Plymouth steers faster, handles far easier.

NOTE—Plymouth is the only low-priced car with "radio studio" sound-proofing...Floating

Power engine mountings..."live" rubber body mountings...greater comfort, safety!

You don't know this new 1938 Plymouth until you've actually ridden in it...driven it. Ask a Dodge, DeSoto or Chrysler dealer about easy terms. **PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.**

TUNE IN MAJOR BOWES' AMATEUR HOUR, C. B. S. NETWORK, THURSDAYS, 9 TO 10 P. M., E. S. T.

PRICES ON ALL MODELS

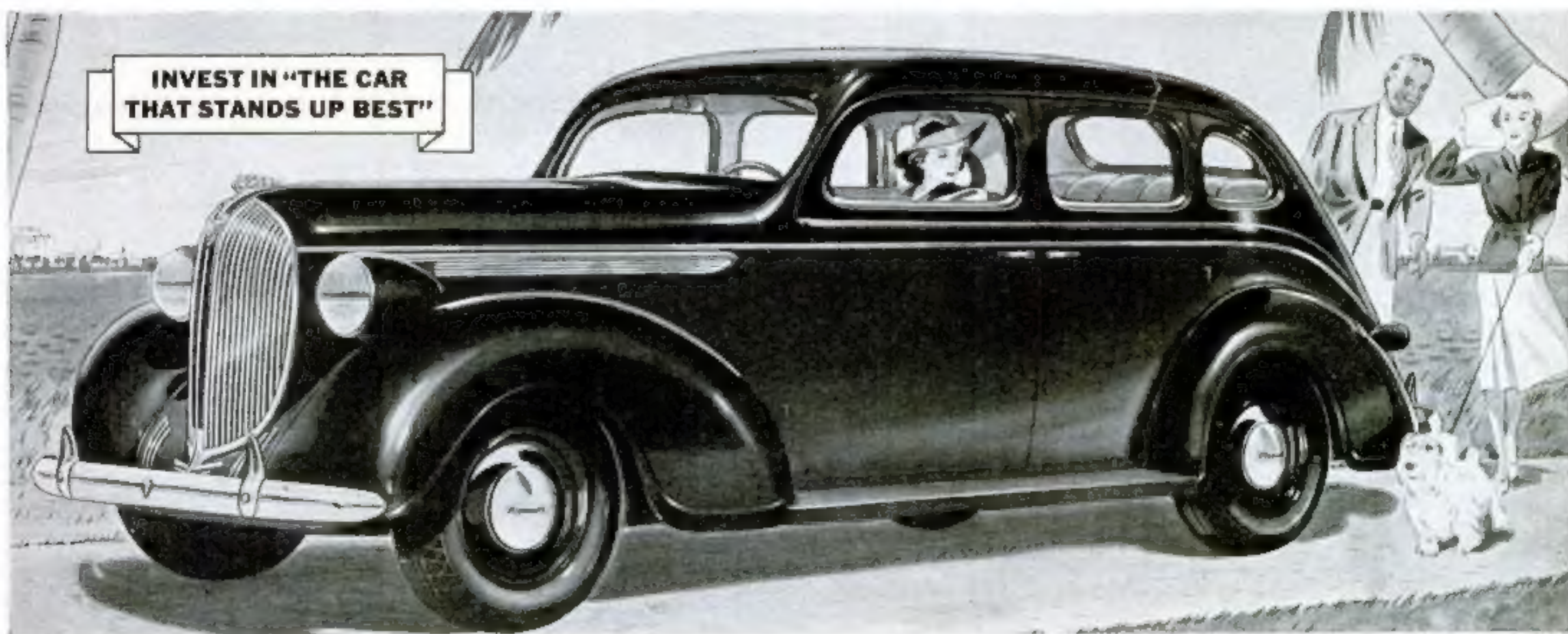
Delivered in Detroit, including Federal taxes. Local, State taxes not included.

BUSINESS MODELS—Coupe, \$645; 2-Door Sedan, \$685; 4-Door Sedan, \$730.

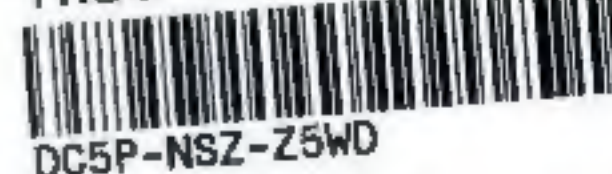
DE LUXE MODELS—Coupe, \$730; Coupe with Rumble Seat, \$770; Convertible Coupe, \$850; 2-Door Sedan, \$773; 2-Door Touring Sedan, \$785; 4-Door Sedan, \$803; 4-Door Touring Sedan, \$815.

For delivered prices in your locality, see your Dodge, De Soto or Chrysler dealer.

SEE THE 1938 PLYMOUTH



This One



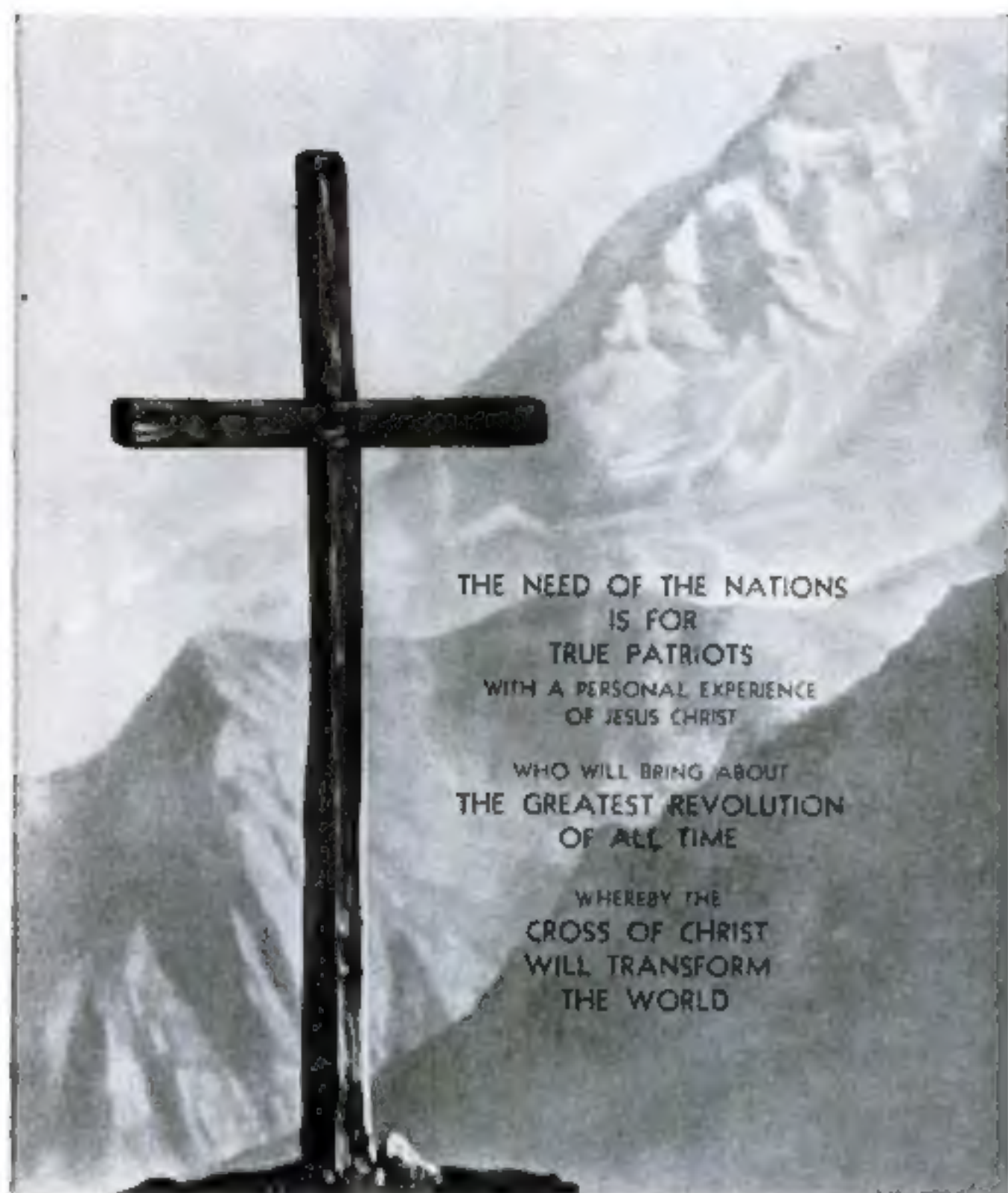
SPEAKING OF PICTURES . . .

On American newsstands Dec. 14 appeared the first picture magazine whose sponsors claim that God helped them edit it. Its name was *Rising Tide* and it represented an attempt of the Oxford Group to use photographs (below: a full-page sample) as religious propaganda. The editors of *Rising Tide* were amateur journalists. Whenever they were stumped by an editorial problem, they prayed or, as they call it, "had a quiet time." During their quiet times, they assert, God told them which picture to use and how.

This extraordinary editorial technique produced surprising results. *Rising Tide* has speed and punch. Its appeal is more often suggestive than literal, emotional than intellectual. Its thesis is that if you give God a chance, He will work things out for you. For earthly confusion, it uses excited photomontage; for divine calm, a full-page country scene. Master copy of *Rising Tide* was made in England, where 300,000 copies have been published. The American edition consists of 800,000 copies, at 10¢ each. No more issues are definitely planned.



...OXFORD GROUP SAYS GOD CHOSE THESE



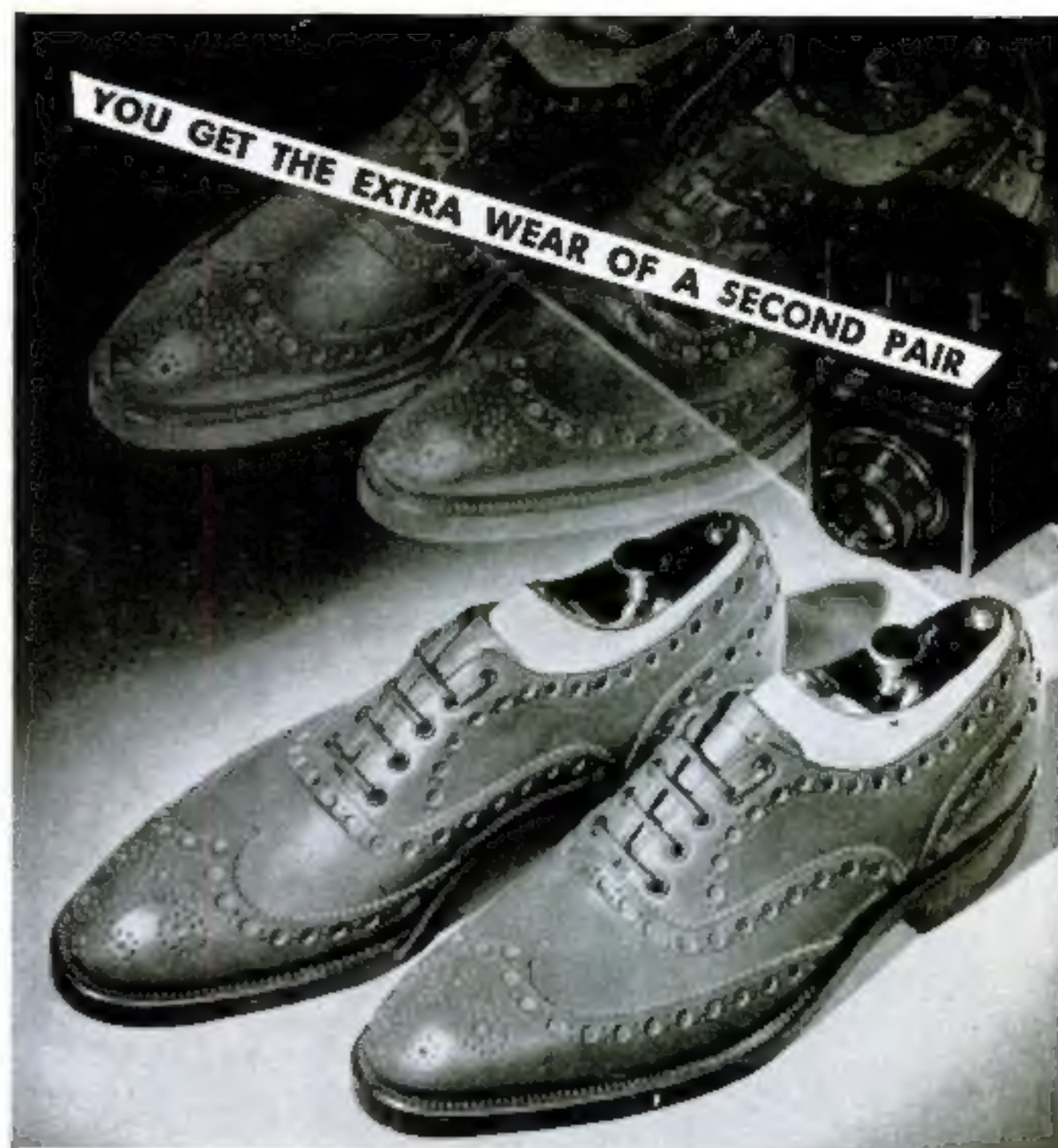
THE NEED OF THE NATIONS
IS FOR
TRUE PATRIOTS
WITH A PERSONAL EXPERIENCE
OF JESUS CHRIST
WHO WILL BRING ABOUT
THE GREATEST REVOLUTION
OF ALL TIME
WHEREBY THE
CROSS OF CHRIST
WILL TRANSFORM
THE WORLD

God chose this picture, according to the editors of *Rising Tide*. In need of a striking full-page illustration, the editors had "a quiet time" during which God caused them to remember the name and address of the man who owned this photograph.



Dr. Frank Buchman (above) leader of the Oxford Group, is a 59-year-old Pennsylvania clergyman who emigrated to England, started the Group 17 years ago. His evangelical movement preaches Absolute Honesty, Absolute Purity, Absolute Unselfishness, Absolute Love. It draws many wealthy followers, gains converts by having meetings at which members testify to the good the Movement does them. Buchmanites never talk of anyone being "converted," but of someone experiencing a "change." Shown on following pages is a "change" as illustrated in *Rising Tide*.

CONTINUED ON NEXT PAGE



We've Lowered the Rate of Shoe Mortality!

If shoe mortality, like life mortality, was recorded statistically, you'd choose Florsheims and nothing else. Long life expectancy is a Florsheim heritage...inbred through generations of fine shoe building. Their better materials and better making mean better mileage... that simple fact has built the largest fine shoe business in the world. You get "the extra wear of a second pair" from every pair of Florsheims. It's far more satisfactory to wear Florsheims... and cheaper by far in the end! Illustrated, The SAXON, S-682; a rugged wing tip brogue in plump, tan Norwegian calf.

\$10

MOST STYLES

THE
FLORSHEIM
SHOE

The Florsheim Shoe Company • Manufacturers • Chicago



BILL AND MARY



1. Got out the wrong side of bed this morning. Mary said I'd miss the train. I said I wouldn't . . . She was right.



6 Amazing coincidence. Ran into old George today. He looks years younger. Asked if he was still interested in this Rising Tide crowd. He said, "Interested isn't the word. I'm part of it; it's the goods." I said I was only curious. Suggested he drop in to see us.

7 He came this afternoon and brought his wife Dorothy. She is different. Might do Mary a lot of good—make her more thoughtful about me and the house. George said something about "a quiet time," and said God could talk to me if I tried listening in. Told him I wasn't on speaking terms with God! I must say though George has improved.



11 He said, "How about you at home?" I admitted I was irritable sometimes. Seemed a bit of a deadlock. Then he told me what he'd been like at home before he was changed. Made me see I'd been treating Mary pretty rottenly. He said I was selfish as hell. I told him to go there if he knew so much about it.

12 Found Dorothy with Mary when I got home. George phoned me to come and eat her supper so she could stay and talk with Mary. After supper George and I got talking. I told him he was right in what he had said about me, and that I wanted to be different.



16 It cost me \$25 to straighten it out, but I'm glad I did it. The boss was a bit put out at first, but when I told him why I did it, he wished me luck. It's a start at any rate, and George told me that if I put right what I could, God would put right what I couldn't.



17 "Tell Mary you're as selfish as the devil. That you've demanded attention and flattery from her all the time and never really given yourself to her and Billy. You've been more attentive to girls in the office than to her. Apologize."—That is what I wrote down in my quiet time this morning. Did it tonight. We had a marvelous talk. Told each other things we'd been afraid to tell before.



18 We started the day with a quiet time and read from the Bible I bought yesterday. We needed half an hour to tell each other the thoughts that came. We saw how Billy's problems are the same as ours were at his age and that we must tell him. Mary was thrilled that Billy could listen too. I got a sudden thought about Brown.

PICTURE
PAGES
from a
HUSBAND'S
DIARY

uses the technique of the "Photocrime" to show how a suburban family undergoes a "change"

—AND HOW THEY TURNED THE TIDE



Friday 9:30 A. M.

3 Twenty minutes late at the office. The boss didn't say anything, but he looked plenty. Brown snickered. Really that guy is impossible. Threw the whole day out of gear.



Friday 7:20 P.M.

4 Missed an appointment for lunch. Couldn't get the figures straight on a rush estimate and had to work late. Don't know why it is. Some days seem to go all wrong.



Friday 8:30 P. M.

5 Picked up *RISING TIDE* to read on the way home. Wasn't this the crowd old George was interested in a year ago? Looked through it several times; casually showed it to Mary. Might do her good.



Sunday 7:10 A. M.

8 Woke early this morning. Funny George telling me about padding that accident claim with his insurance company. First thing I remembered when I woke was my expense account on that trip last year. Haven't thought of it for months. Must try to forget it again.



Sunday Morning

9 While I was raking the lawn, Mary came out and told me she really wanted the thing Dorothy and George had—wondered if our marriage was such a success after all. She said she was sorry she'd blamed me for everything and admitted being irritable with Billy and me.



Monday noon

10 What a day! Asked George to lunch. Told him Mary should see more of Dorothy because she would help her. He said: "How about you doing something?" "About what?" I said. "About Mary's not being happy." I said it wasn't my fault. He asked me if I had had one of those "quiet times". I said Brown was very difficult at the office.



Later Monday

13 George suggested a quiet time and said, "Measure your life against the standards of Christ—Absolute Honesty, Purity, Unselfishness and Love—then you'll find out what you're really like." I wrote down a whole list of things about myself that I'd explained away for years. Then as he'd been honest with me, I was dead honest with him.



Still later

14 Told George I'd tried so often to make myself different and had always failed. He said, "Of course you have. You need the power of God to clean you up and put you on your feet again. That's what the Cross means." I didn't understand at first. He suggested we pray. Felt a bit self-conscious, but wanted to be different so badly that I asked God to give me that power and change me.



Tuesday 6:25 A. M.

15 This has been an amazing day. I began by doing what George suggested. Got up fifteen minutes early and had a quiet time. The first thing I wrote down was about my expense account. Knew I'd have to do something about it right away.



Wednesday

19 God said it was my fault that I found Brown difficult because we both wanted Smith's job when he retires. That I was to tell Brown, and invite him to supper. Was a bit scared of talking to Brown when I got to the office, but when I did, found he had been feeling just the same way. Never knew he was such a good scout before. He's coming to supper tomorrow.



Thursday evening

20 Brown came to supper tonight. He wanted to know what an earth had happened to me. I told him. He stayed until midnight and said: "This is what I've been looking for for years. If you and I and the boss work this out together we can affect the whole industry."



Thursday Night

21 Never realized what a great girl Mary is till all this happened. The world is in a mess but God has a plan. Mary and I realize this is a revolution not a picnic, and we're in it together. It may be the greatest revolution of all time by which the Cross of Christ will transform the world.

LETTERS TO THE EDITORS

McCoy

Sirs:

WOULD LIFE'S EDITORS BE SHOCKED TO LEARN THAT THERE ARE SCENARIO WRITERS IN HOLLYWOOD WHO ARE NEITHER NUDISTS NOR ACROBATS?

HORACE MCCOY

Hollywood, Calif.

● Scenario Writer McCoy may be neither a nudist nor an acrobat nor possess any of the idiosyncrasies of his colleagues who appeared in LIFE, Dec. 20. But on Sept. 13, 1936, after he published a novel called *They Shoot Horses, Don't They?*, the New York Times reported of him: "Horace McCoy . . . is the complete cathete. His favorite typewriter must have a brown typing ribbon. On his desk he stacks reams of sky-blue paper and a new box of carbon sheets. On the floor is an ice pail filled with cans of beer. . . . Horace dons a pair of old white duck pants and tennis shoes, articles of clothing he never uses for any other purpose but writing. Since he says he has a persecution complex he works best on holidays. New Year's Day and Christmas are his best working days."—ED.

Snow White for Posterity

Sirs:

The color reproductions from the new Walt Disney feature-length picture, *Snow White*, in LIFE for Dec. 13 are wonderful! I bought three copies of LIFE (aside from my subscription copy) to put away for posterity, as this cartoon-feature will indeed make motion picture history.

GEORGE HOCKMEYER

Houston, Tex.

Cover Baby

Sirs:

You undoubtedly will be interested to know that the photograph used on your cover for the Nov. 22 issue, at which time LIFE was one year old, was a commercial picture



HELEN SOMMER

taken of my daughter, Helen, when she was one year of age. The picture was made by H. Armstrong Roberts, of Philadelphia.

LARRY SOMMER

Philadelphia, Pa.

Index

Sirs:

Let me congratulate you on the best magazine of its kind, LIFE. Also let me ask a favor. I find it difficult to find some of the articles in the back issues and I, like many others I presume, would appreciate an index to each volume.

HUGH E. CARRIGG

Trenton, N. J.

● LIFE publishes an index which subscribers may obtain free by writing to LIFE's circulation office, 330 East 22 St., Chicago, Ill. The first volume of the index covers the issues from Nov. 23, 1936 through June 28, 1937. The second volume, covering July 5 through Dec. 27, 1937, will be ready about February 1. Thereafter the index will be published quarterly. By writing now, subscribers may be put on the regular mailing list.—ED.

Antiaircraft Lights

Sirs:

I have never known the "main idea" of a subject to be put over so well as the excellent pictorial dissertation on antiaircraft artillery in LIFE, Dec. 13.

The schematic illustration of an A. A. defense of a munitions factory is very good. A detail lacking is that no "searching" lights are shown. The circle of searching lights, located a goodly distance to the front of a defended objective, picks up the approaching target and "carries" it in the beam back to where the "illuminating" searchlights (those shown in your drawing) in turn pick up the target and illuminate it nicely for the gun batteries.

Pictures explain better than words. My father now has a clear conception of the tactics and technique employed by antiaircraft artillery.

NORMAN J. CANTLEY

2nd Lieut., O.R.C.

975th C.A. (A.A.)

Lynwood, Calif.

● Lieutenant Cantley speaks in terms sometimes used by gunners in target practice. In an actual engagement all lights would be used for both searching and illuminating.—ED.

Not Enough "Barkers"

Sirs:

The action pictures of antiaircraft guns in your issue of Dec. 13 are interesting and the guns very pretty—but unfortunately the effect is misleading. We probably have about half enough such "barkers" adequately to defend a good-sized fishing village.

FORREST ANDREWS

Knoxville, Tenn.

● The Army has only 42 mobile three-inch guns—enough to defend one good-sized city or half a dozen smaller objectives. It is asking an appropriation for more such guns.—ED.

"Useless," "Horrible"

Sirs:

In your issue of Dec. 6, you tried to glorify hunting. Hunting is merely an unnecessary and useless survival of the stone age.

Many hunters say that they do not kill every duck or wild animal they shoot at and so they are giving it an even chance. To give it an even chance they should give it a chance to kill them also.

JACK FISCHER

Glencoe, Ill.

Sirs:

I rushed up to the stand this morning to get the new LIFE, and then the first thing I turned to was the picture of a bear, freshly "slit open and cleaned."

It is horrible! I can't see any sportsmanship in it—just savagery.

M. W. GRIFFITH

Boston, Mass.

Sirs:

Your number of Dec. 6 contains something that is unbelievable to those of us who know modern times and understand the tragedies that are happening to the wild life of this country.

BERTHA H. FULLER

The California History and Landmarks Club
Los Angeles, Calif.



Casting Service

Sirs:

In LIFE, Dec. 20, page 17, are portraits of twelve representative Big Businessmen (see above). Hollywood types the B.B.M. almost without exception as a dignified, gray-haired gentleman, with a cigar, paunch, jowls, and a deep, chesty voice. Conversely, Hollywood's casting experts would type these twelve (l. to r.) starting at top row as follows: First row—Bartender, College President, Butler, Grocer. Second row—Country Doctor, Taxi Driver, G-Man, Preacher. Third row—Scientist, Society Man, Politician, Diplomat.

JESSE LEVINE

New York, N. Y.

Bungled Bungalow?

Sirs:

On page 13 of the Dec. 13 issue of LIFE, I see a picture of the \$5,000 Roosevelt "Dream House," and I wish you would inform me how you are supposed to get a car into the garage of this house.

It seems to me instead of this being a "dream house" it is another bungled bungalow of the New Deal.

ROY DEAN, President

The Rapid City National Bank
Rapid City, S. Dak.

● Let Reader Dean look sharper. There is a driveway, curving off to the left.—ED.

"Hatchet-and-Saw Houses"

Sirs:

Your misrepresentation of housing technique in the Dec. 13 issue is possibly due to gross ignorance and lack of judgment of primary values. Be informed, please, that the FHA research is deceiving the President and that the so-called \$6,000 house as you present it is small-time magazine ideas from the Middle West where there are no good designs and where the sucker is lured into a Hodson design which, with a little wear, is the ugliest house in the world. Those hatchet-and-saw designs may be O.K. for Chicago but here you could not sell them to Negroes.

The realty gyps can finance \$5,000 houses as low as \$25 per month and FHA is all wet in its calculations. We now have 800,000 \$4,000 to \$6,000 houses on instalments at \$32-\$35, but these are lousy designs like yours, stolen from the second-class maga-

zines on homes. We hate to think you have Middle West architectural ideas and that the U. S. is going like the Chicago suburbs—the ugliest in America.

JOHN HOOD DODD

Upper Darby, Pa.

No Zippers

Sirs:

It was quite a shock to me to read your article on "zippers" in the Nov. 8 issue. I think perhaps the joke is on you as there was not one zipper illustrated in the article. The word "zipper" was coined by The B. F. Goodrich Company and was applied to an overshoe which was closed with a slide fastener.

Furthermore, the word "Zipper" is a registered trade-mark of this company and cannot correctly be applied to anything of a clothing nature—except our overshoes.

PHILIP HANDERSON
Director of Advertising
and Publicity

The B. F. Goodrich Company
Akron, Ohio.

● LIFE's apologies, but the Goodrich Company must be aware that its trade-mark has passed into the English language.—ED.

Captain McGiffin in China

Sirs:

I should like to correct a caption in the Dec. 6 issue. You stated that Capt. Philo N. McGriffin of the U. S. Navy fought on the Chinese side at the Battle of the Yalu in the first Sino-Japanese war.

My uncle, Capt. Philo Norton McGiffin (not McGriffin) was second in command to Admiral Ting. He was not, however, an officer in the U. S. Navy, although a graduate of Annapolis. Like many others in his class, he never received a command because a niggardly Congress refused to make appropriations for enough fighting ships to go 'round. He was a captain in the Imperial Chinese Navy, commissioned by the Chinese elder statesman, Li Hung Chang. He was severely wounded at the Battle of the Yalu.

Allow me to tender congratulations for LIFE's excellent pictorial discussion of the historical background of the current clash in the Far East.

NORTON MCGIFFIN

Buffalo, N. Y.

LIFE'S PICTURES



Herbert Matter who took the pictures of Skating Star Vivi-Anne Hultén on the front cover and page 38, is a sun-burned Swiss photographer who still struggles with his English and doesn't like straight photography. He is always exploring new camera possibilities, new angles, new techniques and is consequently a specialist at special layouts and montages. Born in Engelberg, Switzerland, he first decided to be a painter, studied in Paris under famed Artist Fernand Léger. He entered advertising through poster work, and, through advertising, entered photography.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes), unless otherwise specified.

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 56, 57—EISENSTADT-PIX
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Vol. 4, No. 1

LIFE

REG. U. S. PAT. OFF.

January 3, 1938

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 VIVI-ANNE HULTÉN AT ROCKEFELLER CENTER TAKEN FOR LIFE
 BY HERBERT MATTER

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 Today with PERTUSSIN

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 or clogged, the secretions from countless tiny
 glands in your throat and windpipe often turn
 into sticky, irritating phlegm. This makes you
 cough.

Pertussin stimulates these glands to again
 pour out their natural moisture so that the
 annoying phlegm is loosened and easily raised.
 Quickly your throat is soothed, your cough
 relieved!

Your cough may be a warning signal from
 your respiratory system. Why neglect it? Do
 as millions have done! Use Pertussin, a safe
 and pleasant herbal remedy for children and
 grownups. Many physicians have prescribed
 Pertussin for over 30 years. It's safe and acts
 quickly. Sold at all druggists.

PERTUSSIN

The "Moist-Throat" Method of Cough Relief

PIMPLES

Itching and burning of pimples,
 rashes, eczema relieved by

CUTICURA SOAP and OINTMENT

TO THE EDITORS OF LIFE:

SECOND ONLY TO THE PRESI-
 DENT'S MESSAGE TO CONGRESS
 OF NOVEMBER TWENTY NINTH IS
 YOUR SPLENDID PRESENTATION
 OF THE HOUSING PICTURE IN
 YOUR ISSUE OF YESTERDAY. WE
 FORESEE A FARFLUNG INFLUENCE
 THEREFROM WHICH WILL DOUBT-
 LESS CAUSE HUNDREDS OF THOU-
 SANDS TO CONSIDER FAVORABLY
 THE BUILDING OF NEW HOMES
 THEREBY CONTRIBUTING IMMEAS-
 URABLY TO REEMPLOYMENT OF
 IDLE LABOR AND THE STIMULAT-
 ING OF BUSINESS THROUGHOUT
 THE NATION. WE EXPRESS TO
 YOU OUR APPRECIATION OF YOUR
 INTELLIGENT AND TIMELY COOP-
 ERATION WHICH IS CHARACTER-
 ISTIC OF THE POLICY OF YOUR
 EXCELLENT PUBLICATION.

(SIGNED)

NATIONAL LUMBER

MANUFACTURERS ASSOCIATION

FRANK CARNAHAN SECRETARY

RED SHINGLE BUREAU

W W WOODBRIDGE SECY MGR



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More than ever before, people have come to recognize the importance of plumbing to health protection.

Plumbing furnishes the fresh, pure water so essential to comfort and well-being and carries away the wastes so dangerous to health.

The very fact that good plumbing functions so efficiently and so unobtrusively causes some people to accept all plumbing as good plumbing.

Unfortunately, these people are easy prey for the irresponsible, destructive forces that offer the lure of price instead of the assurance of satisfactory service and health.

The public pays the penalty by high repair bills, unsatisfactory service, discomfort and even sickness.

Good plumbing service cannot be sold over the counter, because installation is such an important factor.

It means too much to the welfare of your family, to the uninterrupted enjoyment of your home and to the actual value of your

property to entrust plumbing to any but the only men qualified by training and experience to assure satisfactory service and health protection — the Master Plumbers.

Our long experience has convinced us that the most satisfactory and economical way to protect public interest is to safeguard our plumbing fixtures by marketing them through Wholesale Distributors to Master Plumbers, who in turn serve the public.

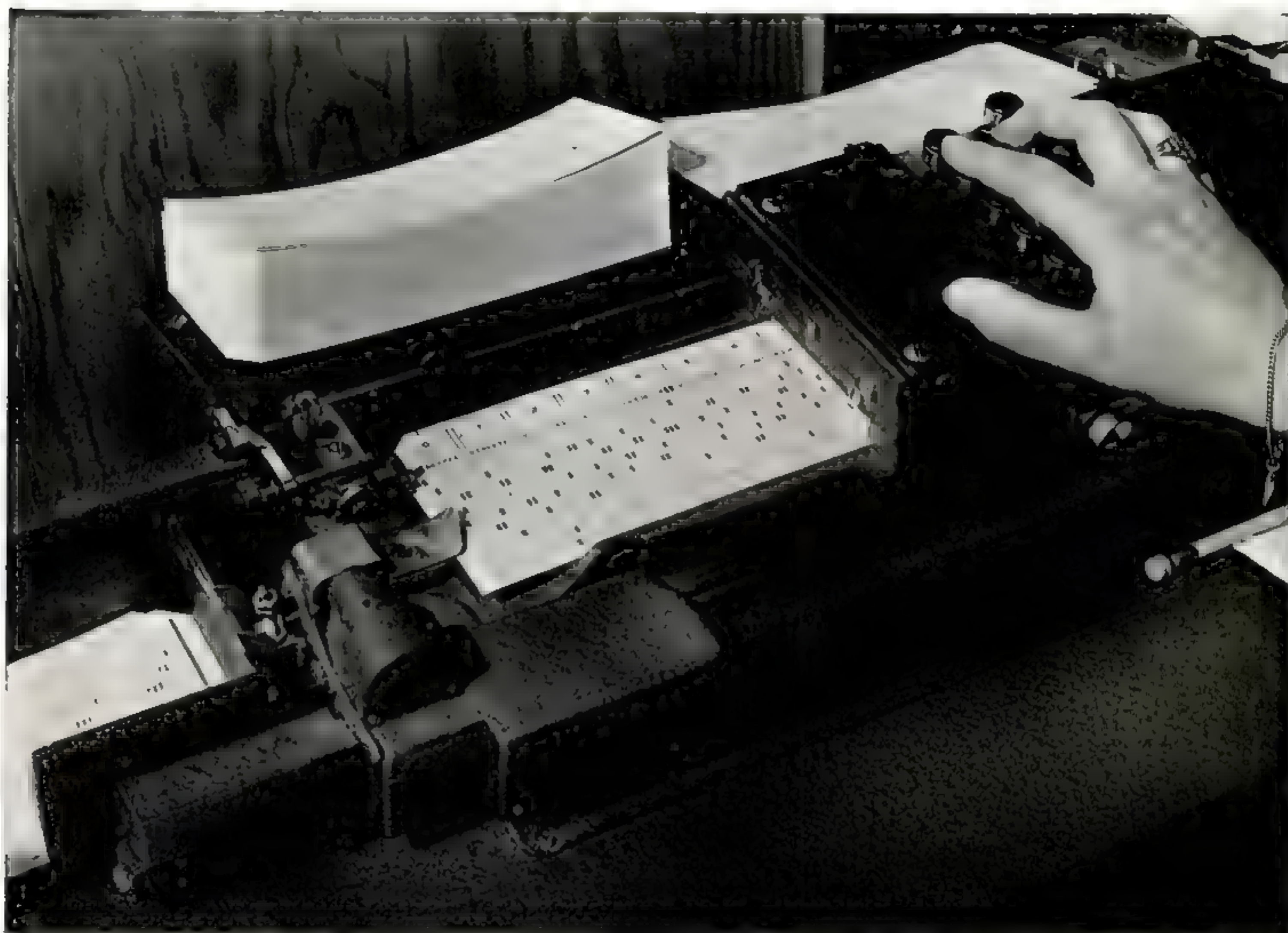
To our Wholesale Distributors, the Master Plumbers and ourselves, plumbing is a public trust. We believe more than ever before that "The Plumber Protects the Health of the Nation."

Henry W. Reed.
President

Standard Sanitary Mfg. Co.
PITTSBURGH, PA.

Division of AMERICAN RADIATOR & STANDARD SANITARY CORPORATION

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WHAT AMERICA THOUGHT IN 1937: MEN AND MACHINES COMPILE PUBLIC OPINION



DR. GEORGE GALLUP

On Dec. 26 in the 60 newspapers which print its weekly feature entitled "America Speaks," the American Institute of Public Opinion made its final report for 1937, announcing results of a poll on the year's ten most interesting news events. The Ohio-Mississippi floods of last winter and the War in China lead the list (see p. 13).

A time of change and ferment, 1937 was a great year for the Institute's exciting experiments in discovering what the American people think. In review, its polls during the year show that, though two-thirds of the people remained loyal to President Roosevelt, they stopped approving blindly of everything he did. A majority opposed his Supreme Court plan. Alarmed by the year's labor strife, the people voted overwhelmingly for William Green and his American Federation of Labor, as against John L. Lewis and his aggressive

Committee for Industrial Organization. Great social changes remained blocked by vocal minorities: 70% of the people wanted distribution of birth-control information legalized, 84% favored sterilization of habitual criminals and the hopelessly insane. No runaway radicals, however, 77% of the people voted against easier divorce laws, 54% against "mercy" deaths, and 62% said they would not go to

Europe and back in an airplane even if somebody paid all their expenses.

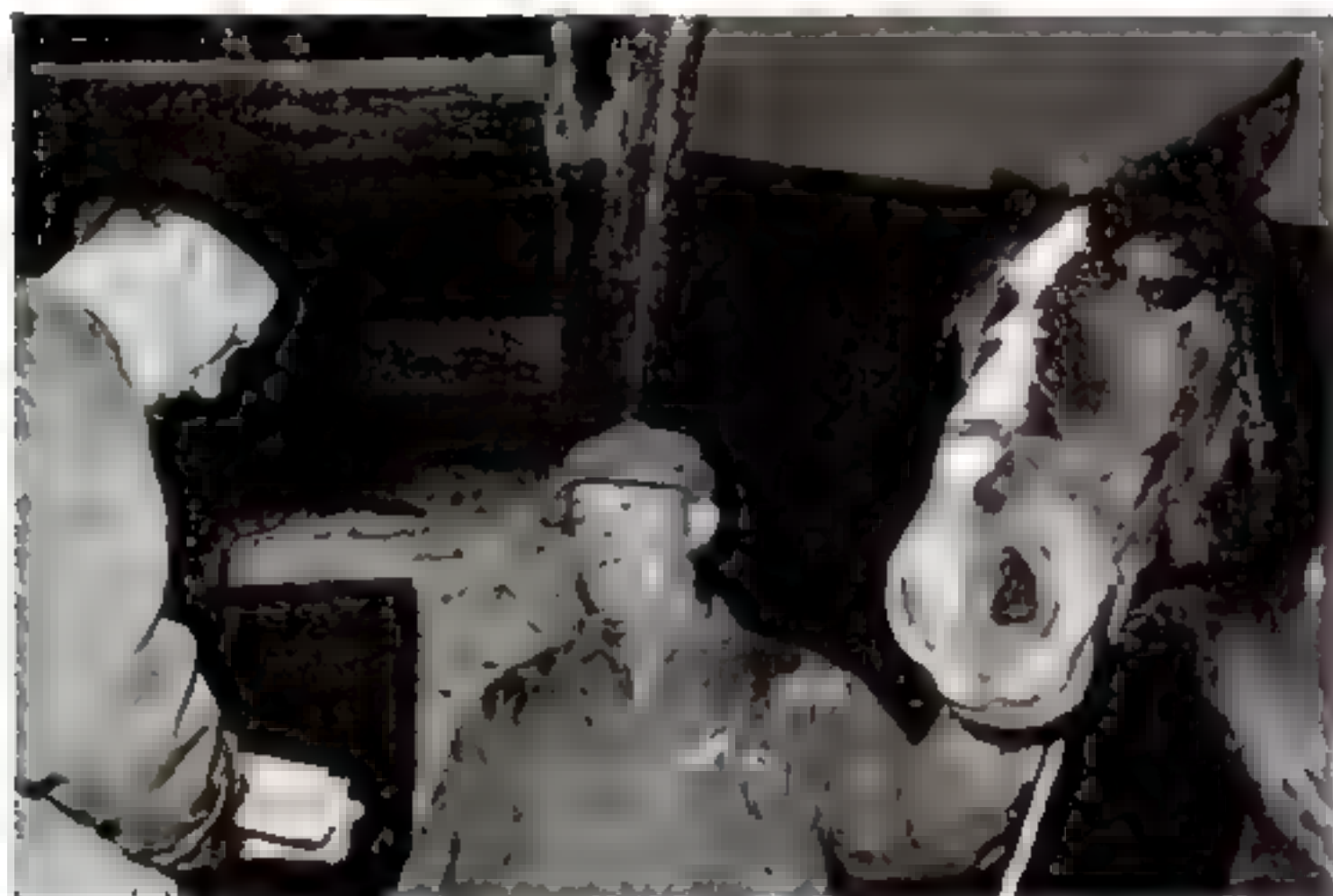
Above you see one of the complex machines at Princeton, N. J., which make it possible for the Institute to tabulate its complex polls with requisite speed and economy. At left is the Institute's remarkable young founder and boss, Dr. George Gallup, 36, who also teaches journalism at Columbia University.

The old-fashioned straw vote, in which millions of ballots were sent out at random, met its finish in 1936 with the *Literary Digest's* monstrous miscalculation of the Presidential election. The method being pioneered by Dr. Gallup (and by Elmer Roper for *FORTUNE*) is designed to overcome the straw vote's fatal weakness—nonselectivity. Their system, statistically complex, is based on the simple theory that groups of people in similar circumstances think alike. Hence, if you can find out what a few of its members think, you can know what the whole group thinks. Put all the groups—rich and poor, old and young, black and white, urban and rural, etc.—together in their correct proportions, and you know what the nation thinks.

On the following pages you see two of the Institute's 640 interviewers questioning all classes of people in Easton, Pa., during the week of Dec. 13-18.

In 1936 the Institute predicted President Roosevelt's re-election and came within 7% of naming his vote (while *FORTUNE* came within 1%). Improving its methods, in 1937 it called the New York and Detroit mayoralty elections almost to a turn. Further perfection of this great new democratic instrument may well have a profound influence on shaping the nation's destiny in 1938.

TEN EASTON, PA., CITIZENS SPEAK THEIR MINDS ON ISSUES OF THE DAY



FARMER This is Clayton Harrison, hired man on a farm near Easton, being interviewed by the Institute's John F. Maloney. On the ballot, the interviewer writes the voter's answers to the week's questions, notes pertinent facts about his age, sex, color, politics and economic circumstances. Farmer Harrison has no opinion on Secretary of Agriculture Wallace's "ever-normal granary" plan, but thinks the Secretary is doing a fine job.



COLLEGE BOY Here Mr. Maloney (left) questions Harold Bellis, sophomore quarterback of LaFayette College's undefeated football team. Mr. Bellis thinks war or peace for the U. S. is today's most vital issue, but favors sending more warships to China "in case something unexpected should break out." Like most of the people on these pages, he is strongly opposed to double feature movies.



WORKING WOMAN Ethel Laros, stenographer, typist and reporter for the Easton Plain Dealer, is interviewed by pretty Vivien Walsh. Miss Laros is rated "poor plus," has a telephone but no car. Like most of these Eastonians, whether carowners or not, she favors laws to restrict and reduce the use of the highways by large freight trucks. She failed to vote in 1936, would vote for Franklin Roosevelt now.



HOUSEWIFE Mrs. Carrie Bonker's husband is a silk weaver. They have an automobile but no telephone. Mrs. Bonker shares the belief of many of these people that unemployment is the most important current issue. Also like most of them, she favors Government relief in general, work relief in particular. "Cash relief," says she, "makes people lazy." Mrs. Bonker thinks big freight trucks are a nuisance.



COLLEGE PRESIDENT LaFayette's President William Mather Lewis is the only person on these pages who would change his 1936 Presidential vote, which was for Roosevelt. Opposed to relief, he would substitute "some such system as on farms where horses not being used are taken care of." But he also believes that as long as relief is given, work relief "offers less chance of pauperizing the people."



RELIEFER Edward Moyer has a job on a WPA sewer project. Asked what he considered the most vital issue, he said: "We want work and must get it." Of relief: "Either give 'em work or keep 'em from starving." Of work relief: "Let 'em earn what they get. Don't believe in gettin' something for nothin'." A Roosevelt man, he is satisfied with Government's policy in China, favors Government ownership of railroads.



GROCER E. R. Fulmer, grocer and butcher, owns both car and telephone, is rated "average" economically. He thinks the Recession and the Wagner Act approval and the Supreme Court fight were 1937's most interesting news events; that

Government interference with business is the most vital issue now before the American people; that "with Government interference" business conditions are going to get worse in the next six months. He voted for Landon in 1936 and would vote for him again today.

HOME GIRL During 1937 Miss Allwina Keller was most interested by the Supreme Court fight, Justice Black and the Klan, and the Windsor wedding. She thinks the No. 1 current issue is: "Just Roosevelt—get rid of him." She thinks America should withdraw all its warships from China. She thinks business conditions are going to get worse. She favors the restriction of freight trucks on highways.

DENTIST During 1937 Dr. Merritt Bixler, friend of Miss Keller (left), was most interested by the *Hindenburg* catastrophe, the Spanish Civil War and the Ohio-Mississippi floods. He thinks the No. 1 current issue is: "Survival of democracy." He thinks America should send more warships to China. He thinks business conditions are going to get better. He opposes the restriction of freight trucks on highways.



(continued)



BANK PRESIDENT A. J. Odenwelder Jr., here standing before the portrait of an early predecessor as president of the Easton National Bank, is a collector of Dutch antiques. In the Institute's economic scale he gets "average plus," the highest rating. A Landon man then & now, Mr. Odenwelder shares the popular dislike for double

feature movies, but to him, the most vital current issue is stabilization of the currency. His ideas on U. S. foreign policy are somewhat vague, but his mind is firmly made up against Government interference with business. No pessimist, however, he believes that the Government is going to help businessmen get back their confidence, that business

conditions are therefore going to get better. During 1937, he was most interested by the Supreme Court fight, the General Motors sit-downs.

Banker Odenwelder's opinions are important, but so, in a democracy, are those of Farmer Harrison and Housewife Bonker and Reliefer Moyer. Therefore, as you have seen, the Institute consults them all.

Ten Best News Stories of 1937 are picked by the Newsreaders

Unique, authoritative and exciting is the American Institute of Public Opinion's list of the ten most interesting news events of 1937, ranked in the order below. It is unique and authoritative because, unlike most such year-end compilations, it represents not the guesses of a few professional newsmen but the actual interests of newsreaders. It is exciting because it reveals an interest in public affairs which

few critics have credited to the American People.

The promise of the public opinion "scientific sampling" system does not lie in the prediction of election outcomes. That is useful only to politicians and bettors. But when the leaders of America become convinced that they can learn accurately and speedily the will of the people of America on any public issue, a new day for democracy will be born.



OHIO-MISSISSIPPI FLOODS



WAR IN CHINA



SUPREME COURT FIGHT



WINDSOR WEDDING



DISAPPEARANCE OF EARHART



THE BUSINESS RECESSION



NEW LONDON, TEX SCHOOL EXPLOSION



JUSTICE BLACK & THE KLAN



GENERAL MOTORS SIT DOWN



SUPREME COURT DECISIONS ON WAGNER ACT, MINIMUM WAGES AND SOCIAL SECURITY

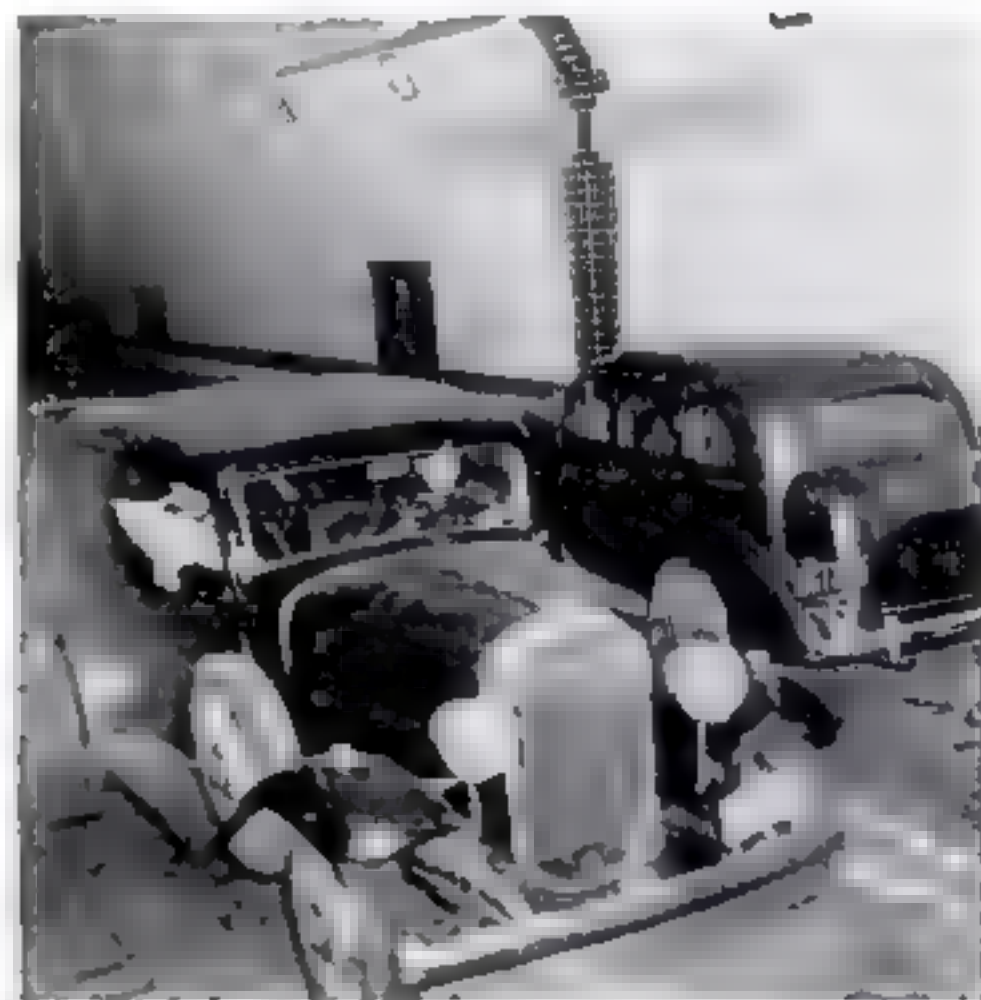
LIFE ON THE AMERICAN NEWSFRONT: RIVALS WAIT 30 HOURS TO BE FIRST THROUGH TUNNEL



At the New York end of the new Lincoln Tunnel beneath the Hudson River, George Horn, 19, parked in his car for 30 hours before the opening, hoping to be first driver through.



At the New Jersey end Omero C. Catan, 23, waited 30 hours with the same high resolve. An inveterate "firster," Catan was first over Triborough and George Washington bridges.

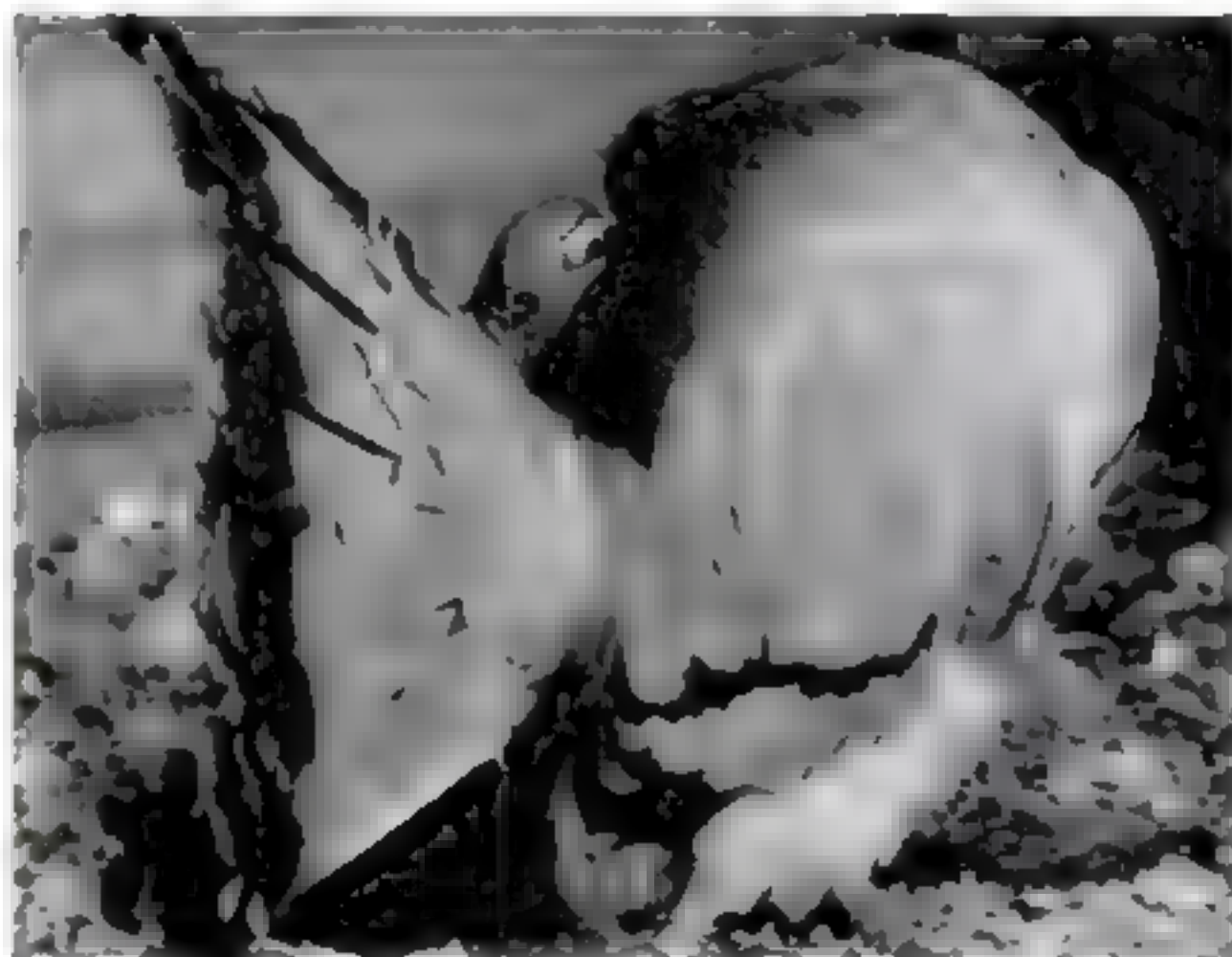


At 4 a.m. Dec. 22 the tunnel opened, the rivals rolled through, met in the middle. Because toll booths were on New Jersey side, Catan (right) claimed victory as first to pay 50¢ toll.

CHICAGO PIGEON CLUB PICKS PRIZEWINNERS FROM 1,360 SHOW BIRDS



This laced sallow pigeon was judged best in its class. Because of its stubby beak this species is unable to feed its young.



Grand champion in the fantail class was this fine blue specimen, here shown exhibiting the perfect fantail pose. Smallest of the pigeon family, the fantail is noted for its round saucerlike tail and its absurdly pompous carriage.



This carrier pigeon was best in his class. Curiously, carriers carry no messages, get lost easily. Pigeons called "carriers" by public are really "racing homers."

DETROIT'S OLD NEWSBOYS HAWK PAPERS IN THE STREETS FOR CHARITY



Mayor-elect Richard W. Reading was among the 200 Detroit politicians, tycoons, judges, policemen—all former newsboys—who sold papers on the city's corners Dec. 21.



Stock-Exchange President Fred J. Winckler found a few customers among his clerks. Detroit's Old Newsboys day began in 1914, this year raised \$147,000 for 61,000 poor children.



Police Superintendent Fred Frahm sells a paper to General Motors' Laurence Fisher. Special editions are published by all Detroit papers, bring anything from 2¢ to \$500.

THE LATE FRANK BILLINGS KELLOGG LIES IN STATE



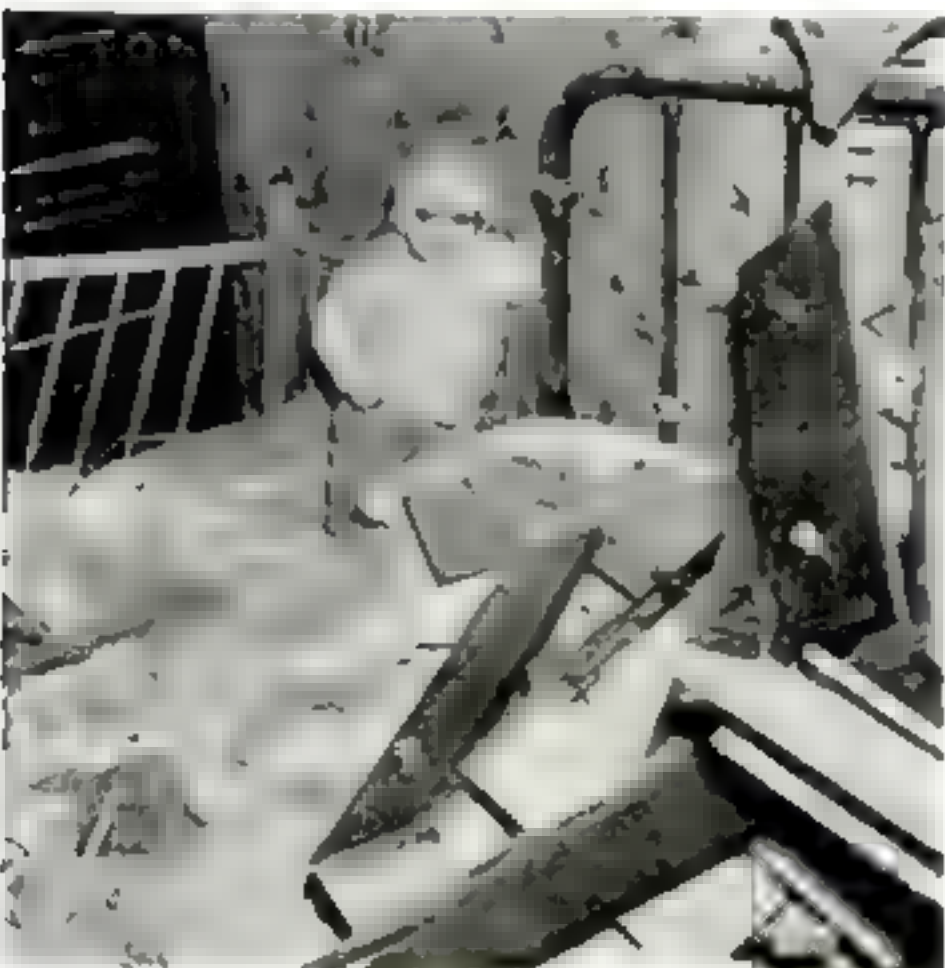
In St. Paul on the evening of Dec. 21, Frank Billings Kellogg, Secretary of State under President Coolidge, died of pneumonia at the age of 81. His passing came at a time when the world seemed to have shattered the last vestiges of the multilateral treaty, rejecting war as an instrument of national policy, which bears his name and for which he received the Nobel Peace Prize for 1929. His labors on the Kellogg-Briand Pact were long and arduous. His disappointment when Japan and Italy successively renounced it was keen. Yet till his death he still clung to the hope that some day nations would settle their differences by other methods than armed conflict.

Born in Potsdam, N. Y., Mr. Kellogg began his career as office boy in a Rochester, Minn., law office. At 21, he was admitted to the bar, at 31 won fame as a T. R. trust-buster, at 61 reached Washington as Senator from Minnesota. President Coolidge made him Ambassador to Great Britain at 67, Secretary of State at 68. At 73, he became a judge of the Permanent Court of International Justice at The Hague. Upon his death his body was taken to the Minnesota Capital, there lay in state with a guard of honor while crowds filed past his open bier (left).

BUS WRECKS CHILD'S BEDROOM



In Cohoes, N. Y., an empty bus driven by Francis Wise skid led down an icy hill, struck a railroad train, rebounded through a brick wall of an apartment house. Though the cab of the bus was smashed, Wise suffered only scalp wounds.



Inside the house, 15-months-old Richard McCarthy was asleep in his crib. The impact of the bus and falling bricks smashed his crib into splinters, tumbled him to the floor. Entering, his terrified parents found him smiling, unhurt.

THREE POLICEMEN LUG ONE FORD PICKET TO JAIL



In Kansas City violence has intermittently flared around the Ford plant since Dec. 10 when the United Automobile Workers of America called a strike. Although the National Labor Relations Board's condemnation of Ford's anti-

union activities emphasized disorders at Dearborn, Mich., three Kansas City strikers were shot, a dozen beaten, 100 arrested on Dec. 17. Among the 100 was this girl picket who was lugged to the patrol wagon by three policemen.

LIFE ON THE AMERICAN NEWSFRONT: CHRISTMAS MEANS BONUS TO THOUSANDS OF WORKERS



CROWDS OF EMPLOYEES SURROUNDED THE HOME OFFICE OF CONTINENTAL OIL CO. IN PONCA CITY, OKLA., ON BONUS NIGHT



In a huge fireplace constructed over the front door of the office, two Santas distributed bonuses to each worker, as his name with a few "personal remarks" was broadcast to crowd

Each year in the fortnight before Christmas it is the custom of many corporations to distribute bonus checks among their employees. Some firms keep the amount of their Christmas offerings secret. Others, realizing the publicity value of wholesale generosity, stage elaborate parties.

One of the biggest celebrations held in the U. S. this year, and one of the biggest bonuses bestowed, was that of the Continental Oil Company. On the steps of its Ponca City, Okla., headquarters on the night of Dec. 15, this prospering firm distributed checks totaling \$770,000 to 6,500 employees, fed them doughnuts, coffee, cider. Other big bonuses of 1937. General Electric, \$1,050,000 to 16,072 employees. Westinghouse Electric, \$750,000 to 52,000.



The bonus checks were carefully arranged in alphabetical order, carefully calculated by the individual's length of service. The average check amounted to half a month's pay.

WORLD'S BIGGEST, FASTEST, HANDSOMEST TRAIN MAKES ITS MAIDEN TRIP



In New York's Grand Central Terminal Dec. 19, the bulletin board at Track 37 (left) heralded departure of an express for Idaho. This was extraordinary because trains from Grand Central usually go no farther than Chicago or St. Louis. But this was an extraordinary train. The mag-

nificent new streamliner, *City of Los Angeles*, owned jointly by the Union Pacific and the Chicago & North Western railroads, was making its maiden trip.

First passengers were railroad executives and ski enthusiasts bound for the white slopes of Idaho's Sun Valley. Boarding the train they admired its sleek yellow and brown length of articulated cars, its three-part Diesel power plant. Within, they goggled at luxurious chair cars with individual seat lights, sleeping cars in multifarious pastel shades, a club car done in the Gay Nineties manner, an observation-lounge car with barbershop, nurses' room, radio.

Forty-eight hours after leaving New York, the *City of Los Angeles* arrived in Sun Valley. On Dec. 27, it went into regular 30¹/₂-hour service between Los Angeles and Chicago. A sister train will begin the Chicago-San Francisco run some time this month.



In the cab the operator sits in an adjustable upholstered chair, watches tracks through a slanting, safety-glass wind-

shield equipped with wiper, hot-air defroster, sun visor. A few simple controls operate the six 600-horsepower engines.



Largest streamline train ever built, its 17 cars measure 1,266 feet, nearly a quarter of a mile. Fastest train in the U. S., it will do over 110 m. p. h., does 75 on regular runs.



Union Pacific President W. M. Jeffers gets a light from Union Pacific Board Chairman W. A. Harriman in the club car. Their destination, Sun Valley Ranch, is operated by the U. P.



"The Little Nugget" club car simulates a resort of the West's bonanza days. On its walls hang photographs of dancers, jockeys, circus folk. Note mechanized canary in cage.



The decorator's art is nowhere more pleasing than in the washrooms. Walt Kuhn executed the frieze in this ladies' room. A similar work in the men's room depicts a cockfight.

LIFE ON THE AMERICAN NEWSFRONT: THE MOST FAMOUS LEGS IN HISTORY LOSE THEIR JOB



MARLENE DIETRICH'S LEGS, EXPLOITED BY PARAMOUNT IN PICTURES LIKE THIS, WERE CHIEFLY RESPONSIBLE FOR MAKING HER THE HIGHEST SALARIED WOMAN IN THE WORLD



"Blue Angel," an English-talking picture made in Germany, introduced Dietrich to the U. S. In this, as in many later pictures, it was Dietrich's gift to invest with glamor the role of a thinly disguised harlot.

Marlene Dietrich, the highest salaried woman in the world, lost her job with Paramount Pictures, Dec. 22. That company, which brought her from Germany in 1930 and made her into a byword for exotic foreign glamor, "postponed" her next picture (*French Without Tears*) indefinitely and told her that she was free to work elsewhere. Reason: her last six pictures have "flopped."

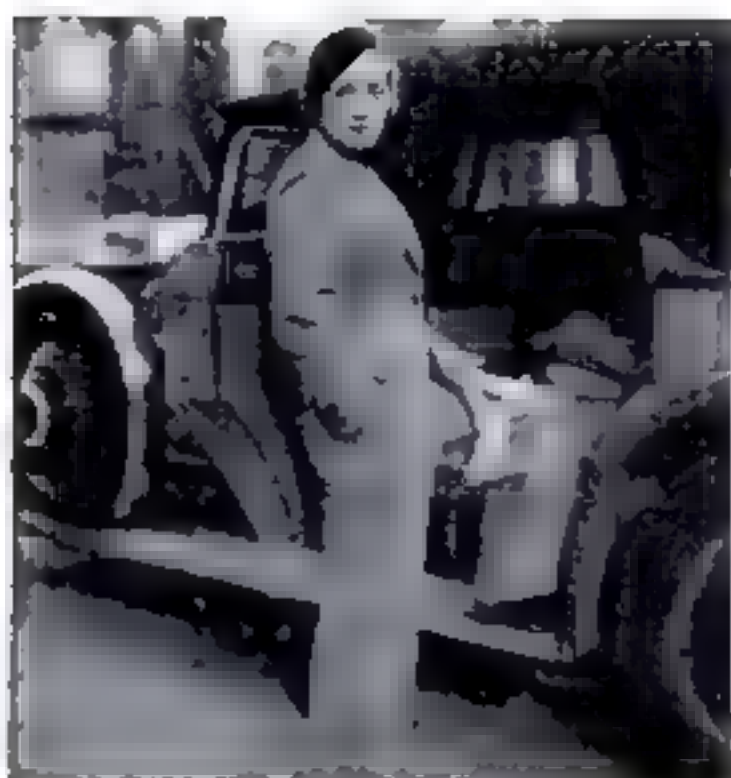
Miss Dietrich was a product of one of the most artful and single-minded "build-ups" in the movie industry. This build-up concentrated on the Dietrich legs which became the most famous pair of human extremities in history. Her first two pictures, *Blue Angel* and *Morocco*, made impressive records. Then the legs appeal was subdued in favor of a more sophisticated build-up as a glamor girl. Miss Dietrich had one more smash success, *Shanghai Express*, and a number of lesser ones but beginning with *The Scarlet Empress* in 1934, her pictures failed to make money.

The Dietrich salary rose steadily. She was under contract to Paramount for two pictures a year at \$250,000 each and in 1937 she got \$450,000 from London Films for *Knight Without Armor*.

Miss Dietrich's failure to hold her public has been variously explained. Some Hollywood people believe that the Dietrich whom the public paid well to see was a creation of the man who discovered her and directed her early pictures, Josef von Sternberg, and that no other director has been able to bring out the glamor which the little German saw. Others believe that von Sternberg destroyed what talent his protégée had. A simpler explanation than either of these is that the Age of Exotics has ended.



A billboard campaign for *Morocco*, Dietrich's first American-made picture, blanketed the U. S. in 1930. Posters and film were both successful.



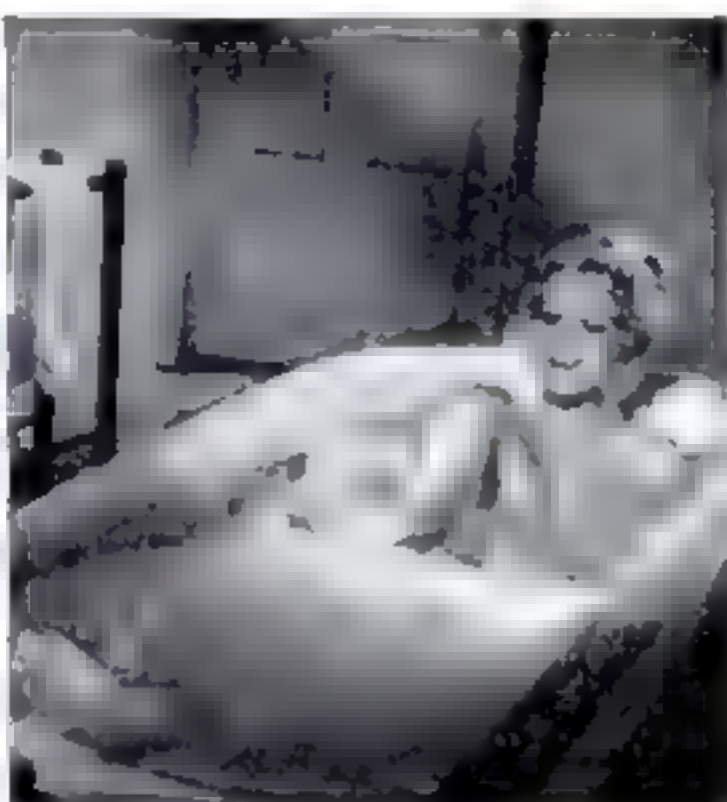
The trousers fad for women was popularized by Dietrich, seen with her Rolls in 1933.



A nude statue of Dietrich in *Song of Songs* (1933) Copies in theatres outraged censors.



Sex in the palace window was the "angle" in *The Scarlet Empress*. The picture failed.



Sex in the soapsuds during the Russian Revolution helped sell *Knight Without Armor*.



Dietrich today is a woman of 34 with a 13-year-old daughter. She is not likely to return to Germany because in 1937 she became a U.S. citizen and the Nazis denounced her.



RUNNING ACROSS OPEN SPACES IN WHITE VEILS IS A DIETRICH SPECIALTY. SHE DID IT IN "MOROCCO" AND "KNIGHT WITHOUT ARMOR", IS DOING IT ABOVE IN "GARDEN OF ALLAH"



Father Malachy (above) is a devout Irish monk who miraculously whisks a troublesome dance hall out to sea and back again. Catholic priests praise Shean's pious acting.

A RELIGIOUS PLAY STIRS BROADWAY

Al Shean, of Gallagher & Shean fame, plays a monk

A century ago a Jewish magician named Lase Schoenberg toured Germany. With him, in a roofed wagon, toured his wife, his scenery and his three children. Between Lase's tricks, Mrs. Schoenberg played the harp. In 1860 Lase and family migrated to the U. S. where the magician died in 1919 at 101.

His daughter Minna Schoenberg became a Manhattan lacemaker, married an Alsatian named Samuel Marx, gave birth to the Marx brothers of cinema fame. His son Al Schoenberg became the fastest pants presser south of Rivington Street in the New York Ghetto. Dismissed for his raucous quartets, he changed his name to Al Shean, went singing on the stage. In 1909 he found a partner with whom he humbly toured the burlesque and vaudeville circuits. Suddenly, in 1923, they rocketed into fame with a song. The song went:

*O Mr. Shean, O Mr. Shean,
Since the day they took away the old canteen,
Cost of living's been so high
That it's cheaper now to die,
Absolutely, Mr. Gallagher?
Positively, Mr. Shean.*

A hundred similar verses made Mr. Gallagher and Mr. Shean a U. S. household gag. But Gallagher was unable to withstand fame, took to drink, broke his partnership, died penniless in 1929. Al Shean went on alone. Last Nov. 17 for the first time in his life he played a straight part. As a simplehearted monk in *Father Malachy's Miracle* he so endeared himself to critics that the play became a hit, drew for the 70-year-old trouper the highest praise of his career.



The Anglican clergyman next door doesn't believe in such medievalisms as miracles, nor is he bothered by the neighboring dance hall. So provoking are his modern heresies that pious Father Malachy wagers him that he can perform a miracle that very night at 9 o'clock.



Edinburgh's den of iniquity is the Garden of Eden dance hall (below). The dancer's mother protests to the Catholic canon, gets no satisfaction from the stout proprietor.



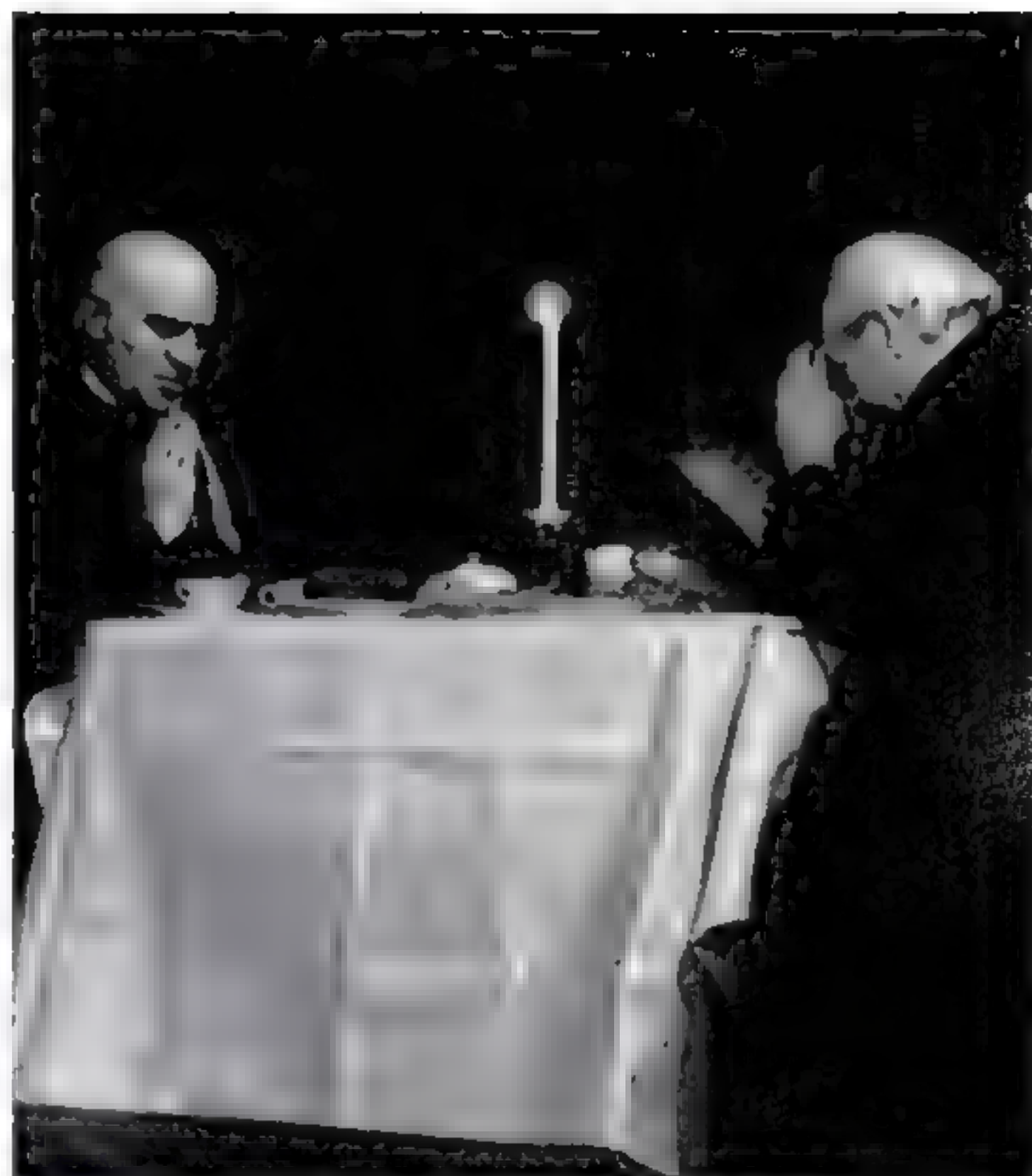
Miracle No. 1 develops when a frequenter of the Garden of Eden steps outside to call a cab, falls into the ocean surrounding Bass Rock, 20 miles up the coast. The proprietor looks out the window, cries: "God Almighty! sea gulls!" But now the monk's troubles begin.



The proprietor of the *Garden* demands £10,000 for the miraculous removal of his dance hall.



The constable insists that the monk needs a permit to perform these "heavenly athletics."



Grace in the presbytery is shattered by broadcasts from the *Garden* where a chorus girl sings her *Miracle Song* and raffles off her silk stockings worn during the miraculous flight.



The cardinal feels that there have been too many miracles this past year to please Rome.



The bishop is angry because he was not notified about the miracle before it happened.



Miracle No. 2 occurs when Father Malachy (left) prays at the Christmas Eve carousal on Bass Rock to which he "and lady" have been invited. Terrified patrons suddenly find

themselves in mid-air, see the lights of Edinburgh, fear they are going to crash. In a scene as affecting as anything in *Outward Bound*, the *Garden of Eden* dance hall

settles quietly back into the hole from which Miracle No. 1 wrenched it. To Father Malachy's embarrassment, there has been "another miracle and I forgot to warn the bishop."

THE DESTINY OF 747,000 MORMONS IS SHAPED IN THESE HALLOWED TEMPLE ROOMS



Heart of Mormonism is Salt Lake City's Temple Square. The domed Tabernacle (left) was dedicated in 1867, seats

8,000 persons, is open to non-Mormon visitors. The spired Temple is the most hallowed sanctuary of Mormon faith.

The empty immaculate rooms you see on these pages lie behind the six foot granite walls of Salt Lake City's Mormon Temple (left). Within them only members in good standing of the Church of Jesus Christ of Latter-day Saints may set foot. Here published for non-Mormon inspection by special permission of the Church for the first time, these chambers comprise the holy of holies where the spiritual and often the economic destinies of 747,000 Mormons throughout the world are shaped.

Devout believers in divine revelation, the Latter-day Saints are perhaps the most sturdy and self-reliant religious group in existence today. Eight decades ago their independence outraged the shaky Federal Government. Today Washington smiles gratefully on their spectacular Church Security Program. Since its inception nearly two years ago, 21,000 unemployed Mormons have been taken off Federal relief, 30,000 others have been aided. Hundreds of tons of food, grain, clothing and bedding have been assembled in regional storehouses, thence distributed to those in need (*see p. 26*).

No innovation, the Mormon security plan is simply a renaissance of the venerable church aim "to help people to help themselves," a response to the venerable precept "pay without work is distasteful." Application of these tenets first enabled the Mormons to bring fruit from the barren deserts of the West, later helped them to build the shining edifices of Salt Lake City and establish themselves firmly as the political and financial masters of Utah.



IN THESE PLUSH CHAIRS IN THE TEMPLE'S COUNCIL ROOM SIT THE CHURCH'S "FIRST PRESIDENCY" AND TWELVE APOSTLES IN HIGH CONFERENCE



© Church of Jesus Christ of Latter-day Saints

THE TEMPLE LECTURE ROOM IS USED DURING A CERTAIN STAGE OF MARRIAGE CEREMONY, RITES FOR THE DEAD AND OTHER MORMON ORDINANCES



© Church of Jesus Christ of Latter-day Saints

DURING THE TEMPLE DEDICATION SERVICES IN 1893 THE ASSEMBLY ROOM WAS FILLED SEVERAL TIMES DAILY, HAS NOT BEEN REGULARLY USED SINCE

CONTINUED ON NEXT PAGE

(continued)

Page 26

WHO'S WHO IN AMERICA:

GRANT Heber J. b. Salt Lake City Utah, Nov. 22, 1888. m. M. and Rachel E. Lewis, Granger, Utah, and Josephine W. of Utah. m. Lucy S. of Utah, Salt Lake City, Nov. 1, 1927. m. 23. Augusta W. of Pleasant Grove, Utah, May 26, 1944. m. 34. F. W. of Salt Lake City, May 27, 1954. His business on own account and as pres. Heber J. Grant & Co. since 1876. organized Utah Home Freeing Co. pres. same. pres. Zion's Commercial Merchandise Co. Utah. In Sugar Co. Zion's National Bank of Trust Co. Utah State Nat. Bank. deposed a lot of the U. P. Ry. Co. Mem. La. for Da. b. 1903. elected mem. Council of Twelve, 1887. pres. 1916. filed ch. missions in Japan, 1917. presided over European mission, 1944-46. elected to First Presidency Nov. 23, 1948. served long as pres. Prohibition and Betterment League. "Latter-day Home" 26, Fourth Ave. office 4, E. South Temple St. Salt Lake City, Utah.

MORMONS BELIEVE IN THE GIFT OF TONGUES, PROPHECY, REVELATION, VISIONS (continued)

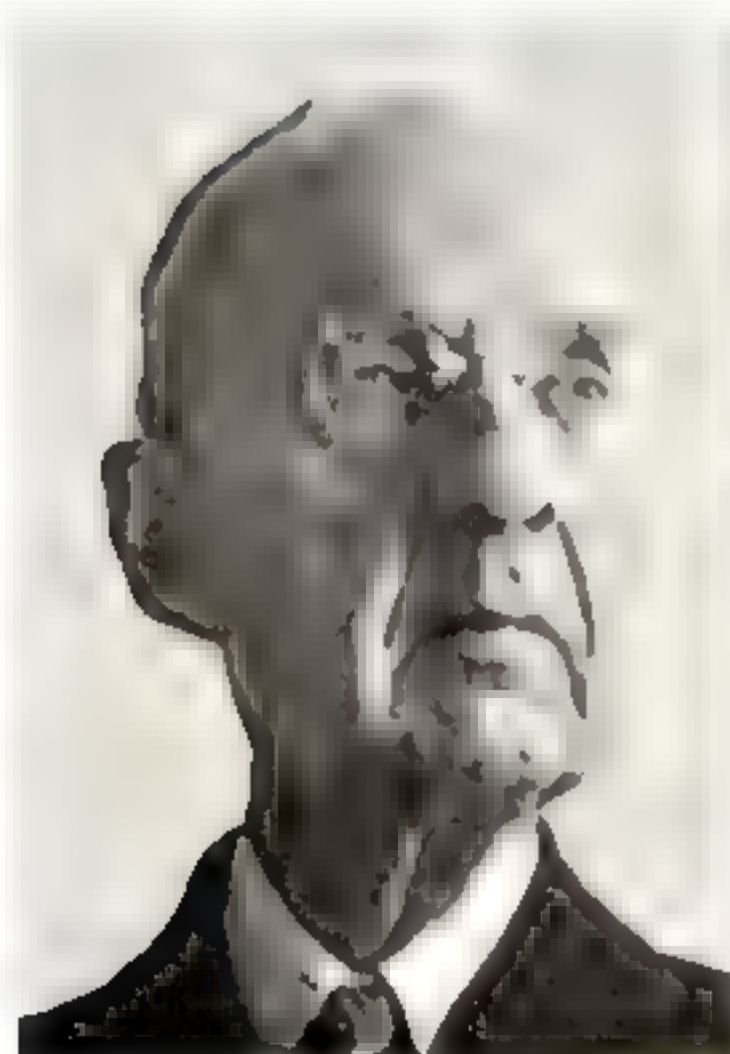
Mormonism took form as an organized church at a meeting in Seneca County, N. Y. on April 6, 1830. Its Prophet, Seer, Revelator and first President was Joseph Smith Jr. before whom at 18 an angel named Moroni had appeared, bringing word of a lost book of scripture inscribed on golden plates, buried on a hilltop near Palmyra, N. Y. Thus inspired, Smith avowedly found the plates and translated them, later returned them to the angel Moroni. The resultant *Book of Mormon* became the basic gospel of the Latter-day Saints. In its divine authenticity all good Mormons believe.

For 14 years Prophet Smith presided over the expanding church. They were turbulent years, marked by persecution, bloodshed, public aversion to the Mormon doctrine of plural marriage. In 1844 Joseph Smith was slain by a mob at Carthage, Ill., and the mantle of the presidency fell on the shoulders of Brigham Young. It was Young who led the Latter-day Saints to Utah, there founded the solid financial structure on which the Church rests today. Upon his death in 1877, he left \$2,000,000, 17 wives, 47 children.

Seventh and current President and Seer is the solemn bearded gentleman at left. Now 81, Heber Jeddy Grant has outlived two of the three wives he wedded before the Church renounced plural marriage. He speaks and writes eloquently, ably presides over the Council of Twelve Apostles (right). With his two counselors (see below) he dominates the administration of the Church's 118 "stakes." Though every good Mormon expects personal guidance from God, the President alone may receive divine guidance for the Church as a whole. It was guidance, says Heber Jeddy Grant, which fired his mind with the happy spark of the Church Security Program (see following pages).



THE APOSTLES OF MORMON CHURCH ARE ABLE DEVOUT BUSINESSMEN



President of the Twelve Apostles is Rudger Clawson. He is slated to succeed Heber J. Grant as next President of the Church.



First Counselor to the President is J. Reuben Clark Jr., former U. S. Ambassador to Mexico, an authority on international law.



Second Counselor to the President is David O. McKay. Grant and two counselors compose the Church's "First Presidency."



Presiding Bishop Sylvester Quayle Cannon heads all temporal affairs of the Church. Mormon bishops are administrators and priests.



Managing Director of the Church Security Program is Harold B. Lee. To him goes credit for smooth operation of Mormon relief.



Apostle John A. Widtsoe is a famed irrigation expert and author. He was formerly president of the University of Utah.



Apostle Melvin J. Ballard is senior adviser to Church Security Board. To the Council of Twelve he reports on relief work.



Apostle Reed Smoot, ex-Senator from Utah, co-author of Smoot-Hawley tariff, is No. 2 man in Council, may some day be President.

CONTINUED ON NEXT PAGE

The Mormons (continued)



Regional stores operated under the Mormons' Church Security Program fill orders for families in need. Here workers collect on their labor according to their domestic needs.



Second-hand shoes fill many a shelf in Mormon storehouses. Garments of all sorts are donated by self-supporting churchmen, repaired by relief workers, distributed to needy.



AT THE SEWING CENTRE IN EACH MORMON COMMUNITY SEAMSTRESSES REMAKE OLD CLOTHES. FOR WORK THEY RECEIVE MERCHANDISE NO CASH



"Store in the day of Plenty"

To prepare for the day of want is a highly practical principal of the highly practical Mormon Church. The scene above shows its application in the household of William W. Seegmiller of Denver, Colo. In the centre stands Mrs.

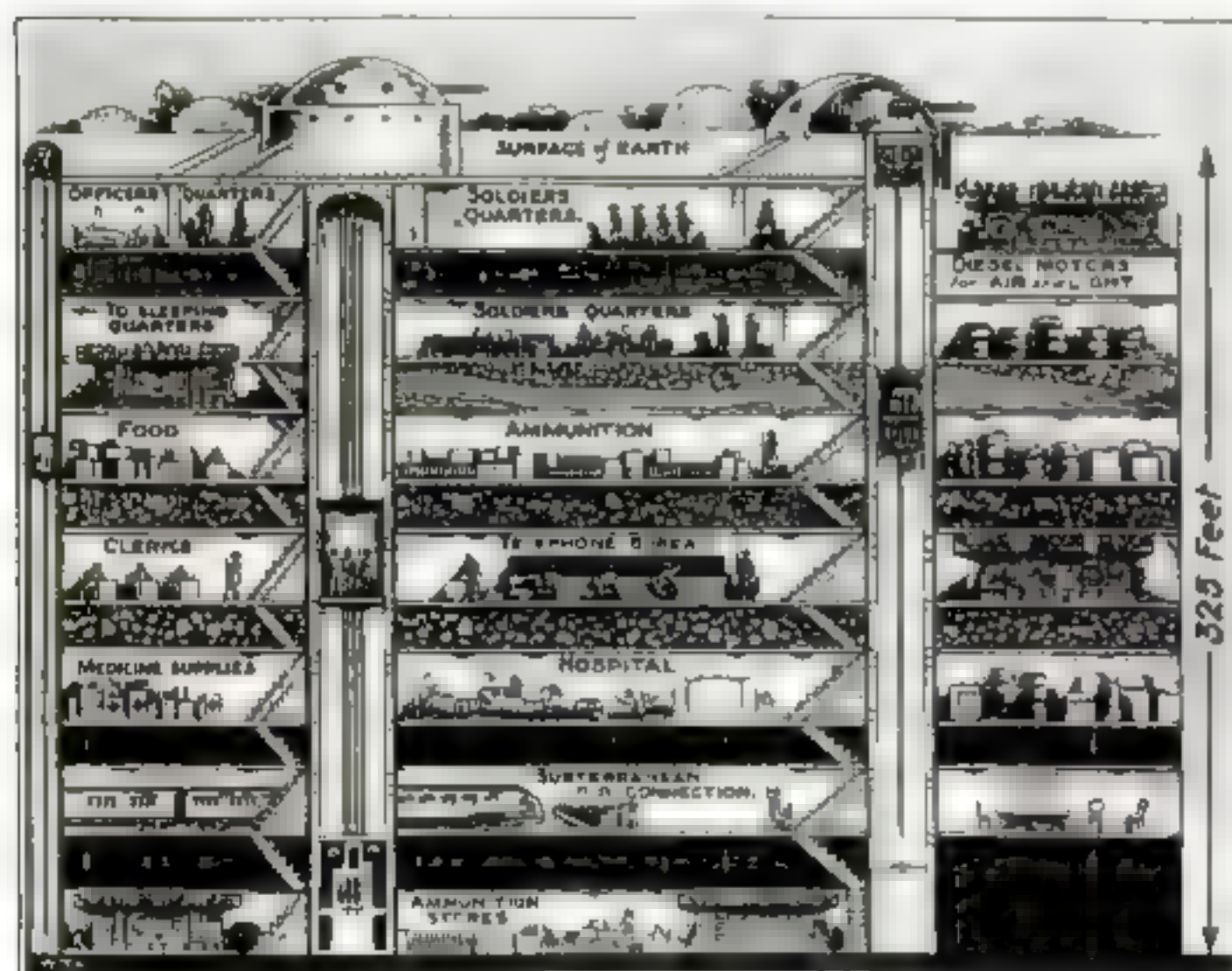
Seegmiller preparing peach preserves while her husband (left, rear) samples them. In foreground Jenor Seegmiller selects grapes for jelly; Sador Seegmiller slices tomatoes. All together, this family canned 800 quarts of fruit.

THE MAGINOT LINE: SHIELD OF FRANCE

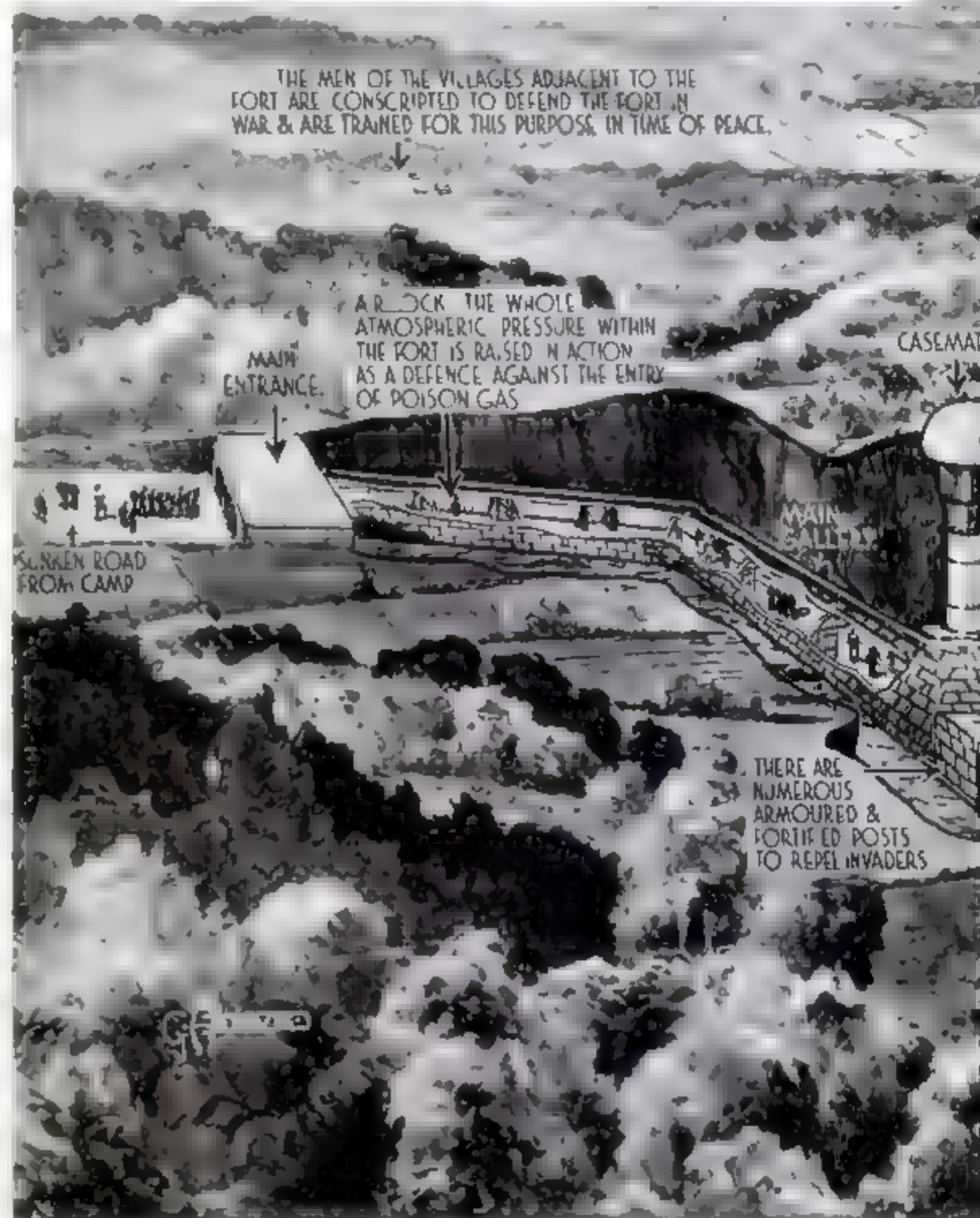
Vast border defense system makes first appearance in a new French spy movie

Though France and Germany feel that they are "natural enemies" they touch one another for only 200 miles. Along this brief border, France has been building since 1929 the world's greatest fortifications, called the Maginot Line for the Minister of War who got it started. The penalty for photographing or sketching along parts of the Maginot Line is life imprisonment in a military fortress. Nevertheless a new movie has just been released in France with the sanction of the Ministry of War, in which the Maginot Line plays the lead. Privately produced with sets which authentically duplicate the sacred interior of this defense system, the film was previewed in Paris to raise money for comforts for the soldiers garrisoning the Maginot Line (see below).

The Maginot Line is built on the principle of adapting forts to terrain and on the World War lesson that reinforced concrete withstands heavy artillery fire. The diagrams at right and below show an elaborate underground establishment like the one at Hackenberg, defending Metz. The advance point is at the extreme right; the entrance at extreme left. Individual pillboxes rise along the entire frontier at intervals short enough to sweep the whole German border with machine-gun fire. Total cost has been about \$300,000,000. (The French call it "impregnable," but it can doubtless be pierced. Copies have been begun by Poland, Czechoslovakia and Russia.)



REAR ENTRANCE TO MAGINOT LINE FORT BY SUNKEN ROAD AND RAILWAY



APPROXIMATE DIAGRAM OF TYPICAL UNDERGROUND FORT IN MAGINOT LINE

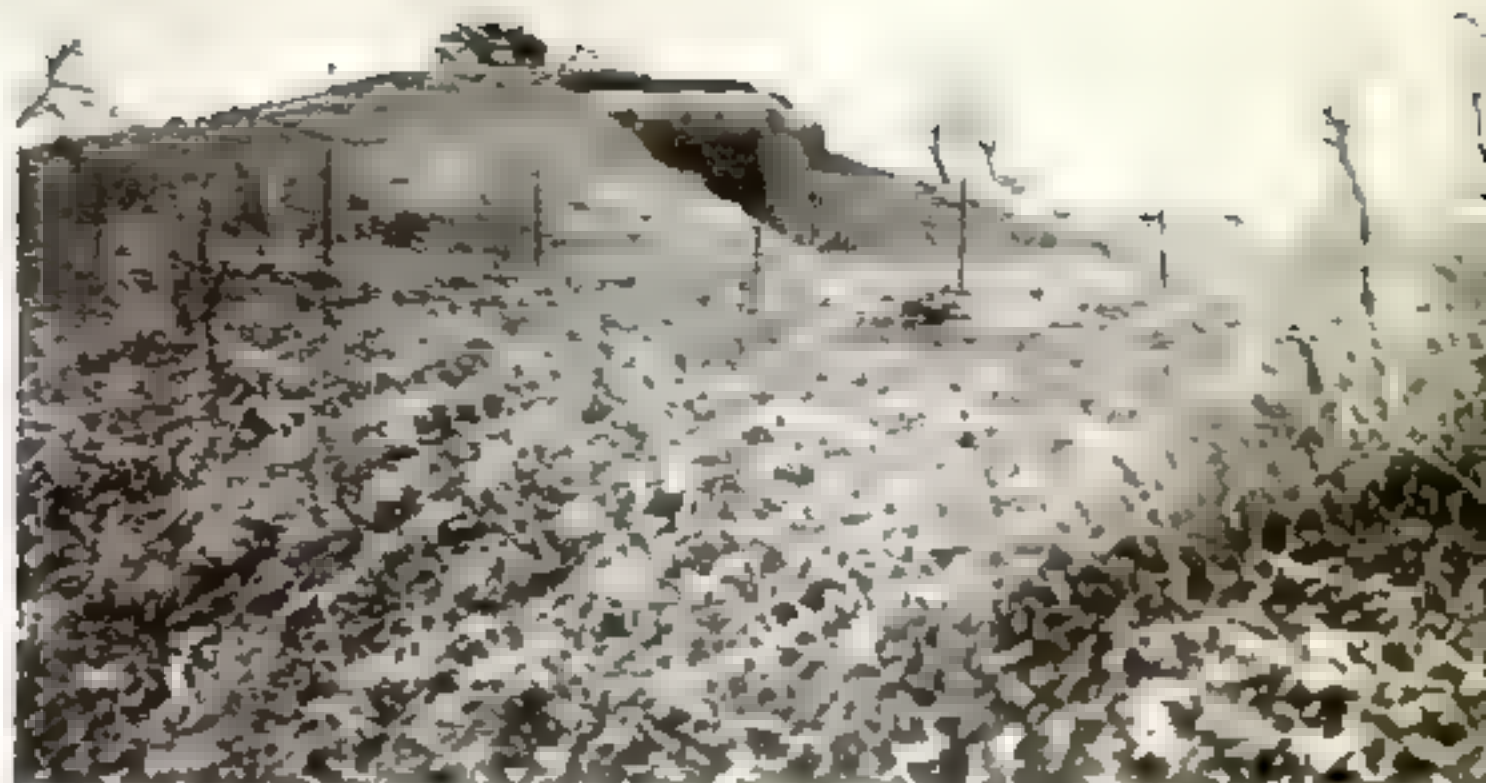
Scenes from "Double Crime on the Maginot Line"



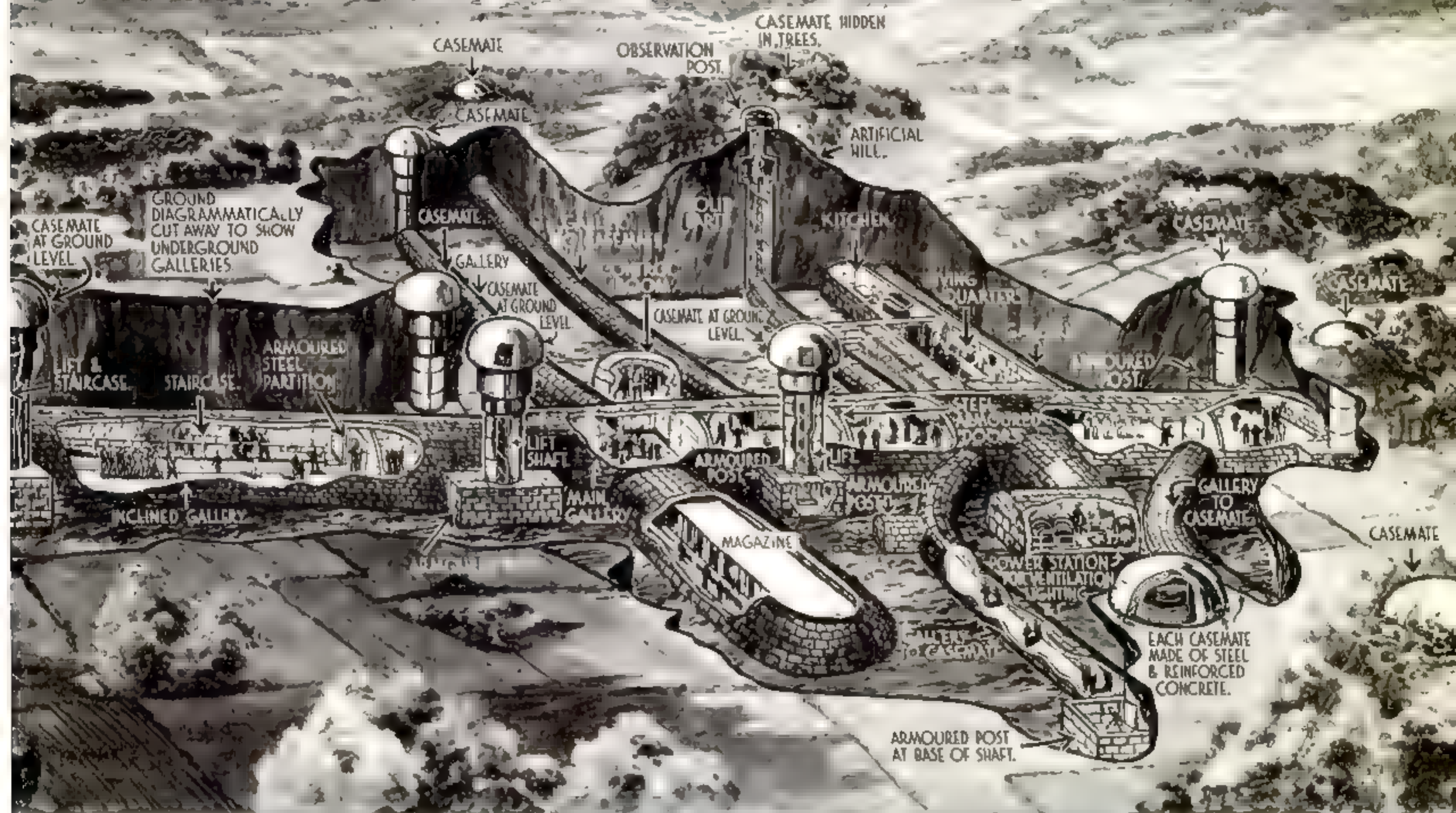
Soldier-actors in the new French movie about the Maginot Line march down ramp from casemate to gallery. Story tells of German spy who gets to be a French officer in the Maginot Line.



Far underground, on a set exactly reproducing parts of the Maginot Line, French soldiers pass under a steel sliding fence. The forts can be defended even against an enemy inside them.



ISOLATED CASEMATE HAS REAR ENTRANCE. HIDDEN GUNS



ABOUT TEN MILES BEHIND THE GERMAN FRONTIER GAS IS KEPT OUT BY HIGH AIR PRESSURE. THERE IS NO ESCAPE EXCEPT BY THE MAIN ENTRANCE



Electric cars run up and down the long concrete tunnels, feed ammunition to the casemates. At right appears to be one of the elevators shown in cross-section diagram on opposite page.



A tense moment occurs in the movie when a tank invades the Magnot Lane. Moral of the movie: Frenchmen should not marry pretty German girls who live on the border near the Magnot Lane

Concrete toadstools of Maginot Line dot the fields and forests of France (continued)



Drawings of the heavily-guarded Maginot Line were recently made from memory by a young Canadian engineer and are shown on this page. They show more than photographs

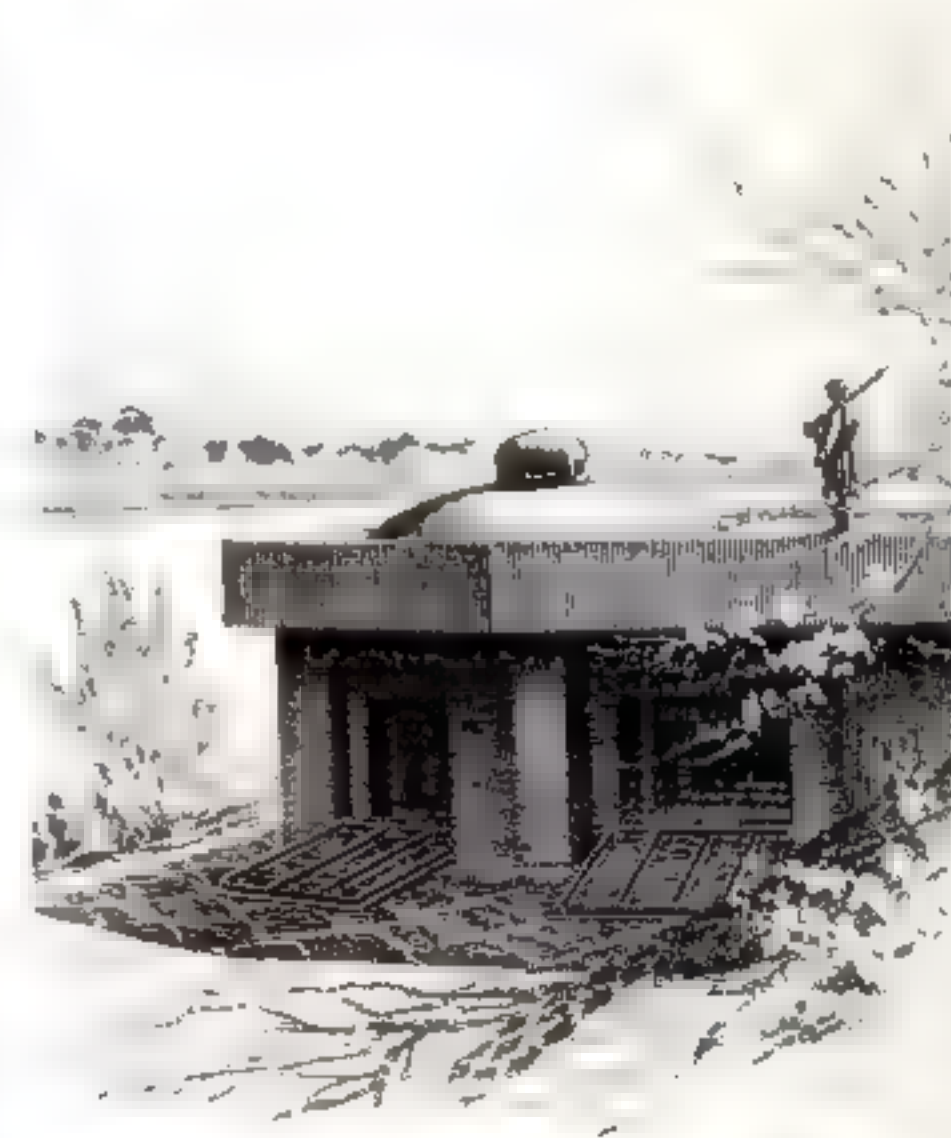
but not enough to help an enemy of France. Notice the barbed-wire lines and the railway rails sticking up in concrete to stop tanks. Most of the hills in which pillboxes

and big guns are planted are made from the excavated dirt. The greatest works cover the French frontier running between the iron of Lorraine and the coal of Alsace.



Concrete blisters, grey, rain-streaked and muddy, are the only clue on the French border landscape to the immense underground hive of war diagrammed on preceding pages.

A faint humming sound at this point betrays an underground power plant to furnish light and heat. Water leakage makes these forts uncomfortable for peacetime garrisons.



In the spring, cherry blossoms brighten the grim concealed emplacements along the French frontier. Reserves from the nearest village will garrison the Maginot Line in war.

JANUARY, 1938

LISTEN



A 5 Page Advertisement of the Radio Corporation of America

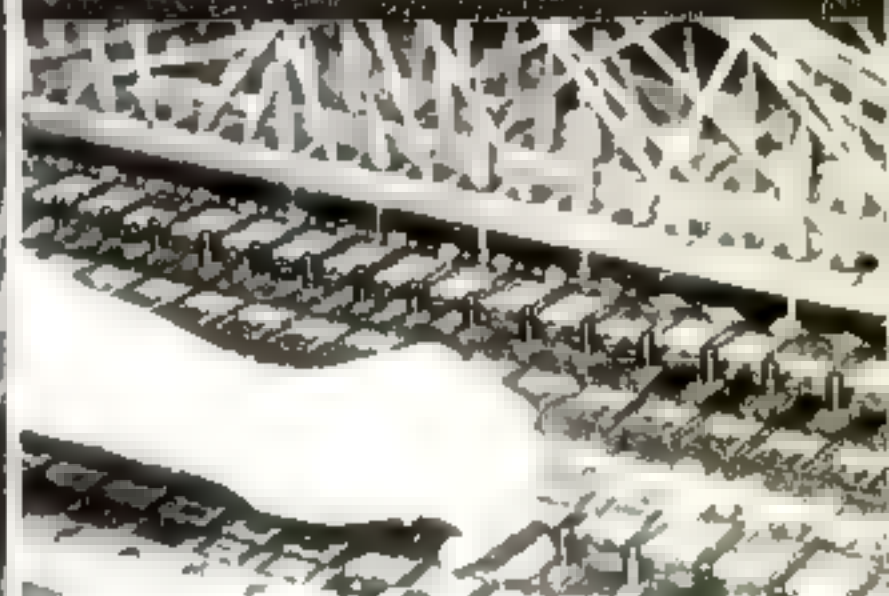
No. 6



INTERNATIONAL HOUSE SENDS NEW YEAR GREETINGS

This photo shows students who live at New York's famed International House, on a recent visit to RCA Communications' Offices at New York. These students joined the thousands who are filling the air with New Year greetings radioed to friends all over the world "Via RCA."

IN THIS ISSUE



AMAZING MUSIC

Notes from many nations

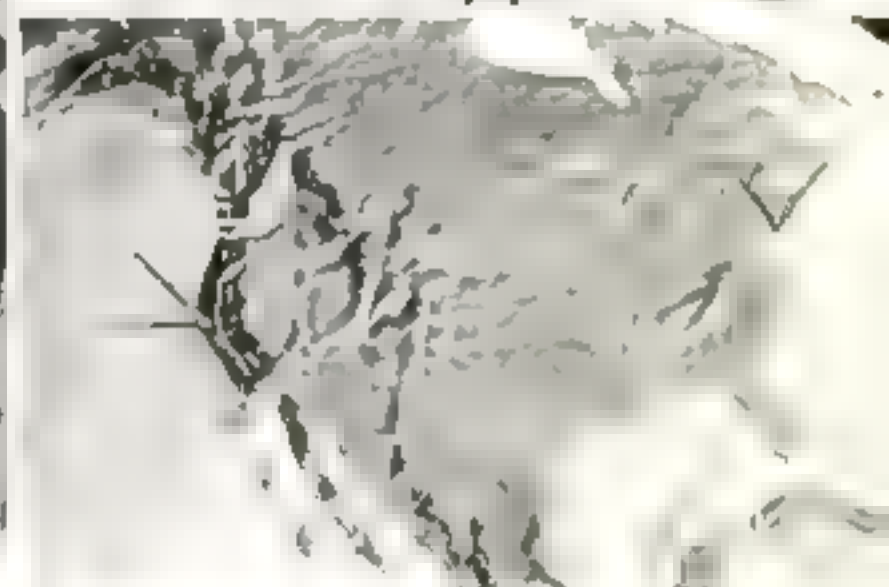
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PICTURES VIA RADIO

RCA serves newspapers

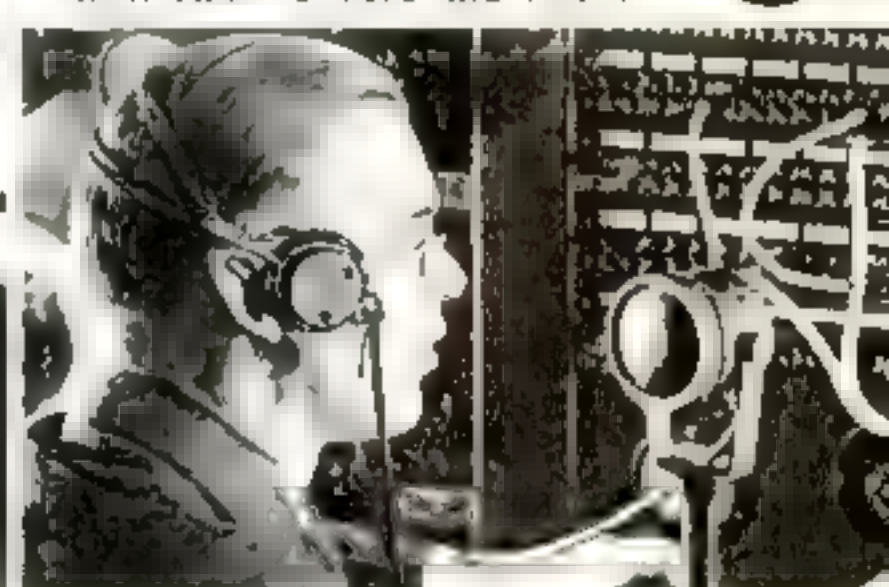
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TWO HUBS FOR BUSINESS

How radio covers the world

PAGE
2



IMPORTED PROGRAMS

Radio gateway of the world

PAGE
4

AN INTERNATIONAL BUSINESS THAT NEVER SHUTS DOWN



SPEEDING WORDS ACROSS THE WORLD

In all the world there is no other business more international in its scope than that of RCA Communications—the radio message service of Radio Corporation of America. Twenty-four hours of every day RCA Communications is in continuous contact with both hemispheres.

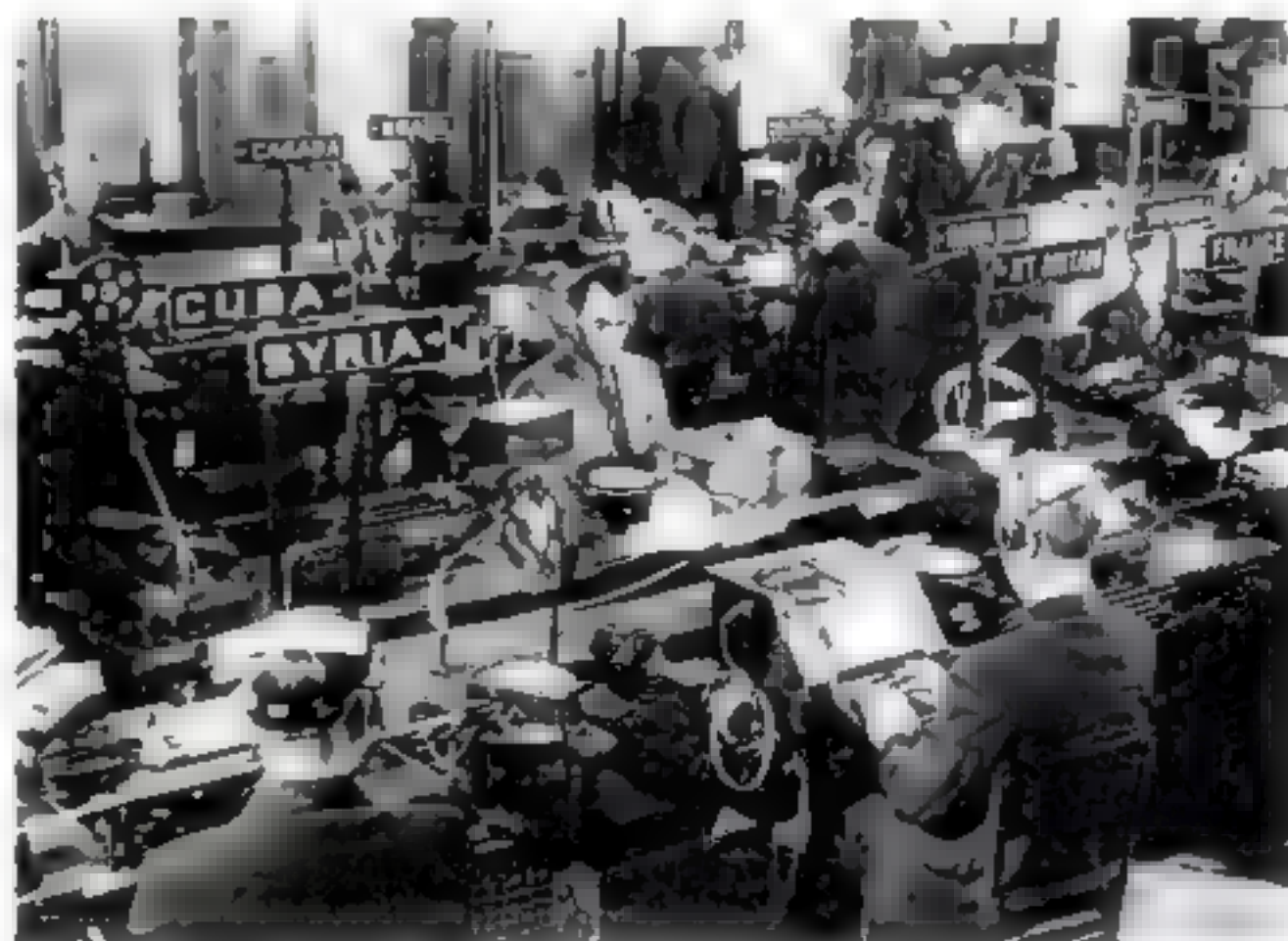
Outstanding advantage of RCA radio message service is its directness. Radio is indifferent to international boundaries, leaps directly to its destination with the speed of light. Through RCA, Americans communicate with the world over their own radio system. On their swift flight to 42 foreign countries RCA messages encounter no bars of censorship, pass through no other hands.

Interesting to business is the economy that has resulted from RCA world-wide radio. Conservative estimates are that since the start of its service in 1920, the economical rates established by RCA have saved business men of the United States and other nations no less than one hundred million dollars.

To handle outward bound service from New York RCA maintains scores of transmitters on some 6,000 acres of land at Rocky Point, Long Island. Incoming messages, and foreign programs for re-broadcasting, are handled at Riverhead where the RCA plant is capable of receiving nearly a hundred different radio messages simultaneously. Similar equipment near San Francisco takes care of the trans-Pacific traffic. The third RCA Communications plant in importance of operations is at Manila, in the Philippines.

Further radio service to and from ships at sea is provided by 16 coastal stations operated by Radiomarine, another member of the RCA family.

RCA Communications' direct circuits with 42 nations can bring radio entertainment from practically anywhere. Ninety-four foreign "pick-ups" which have been heard on the RCA Magic Key program during the past twenty-seven months have reached the NBC Blue Network via RCA Communications.

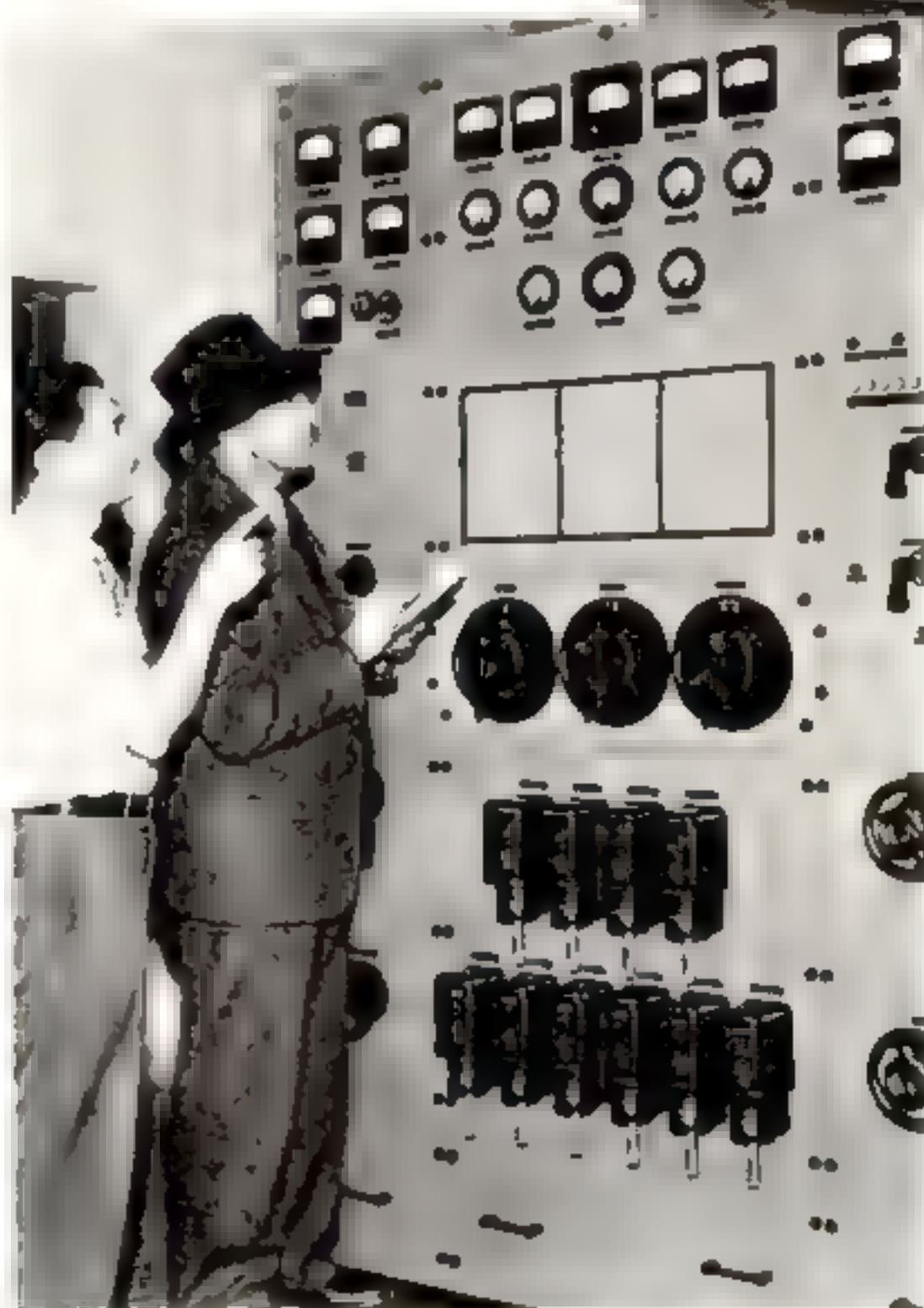
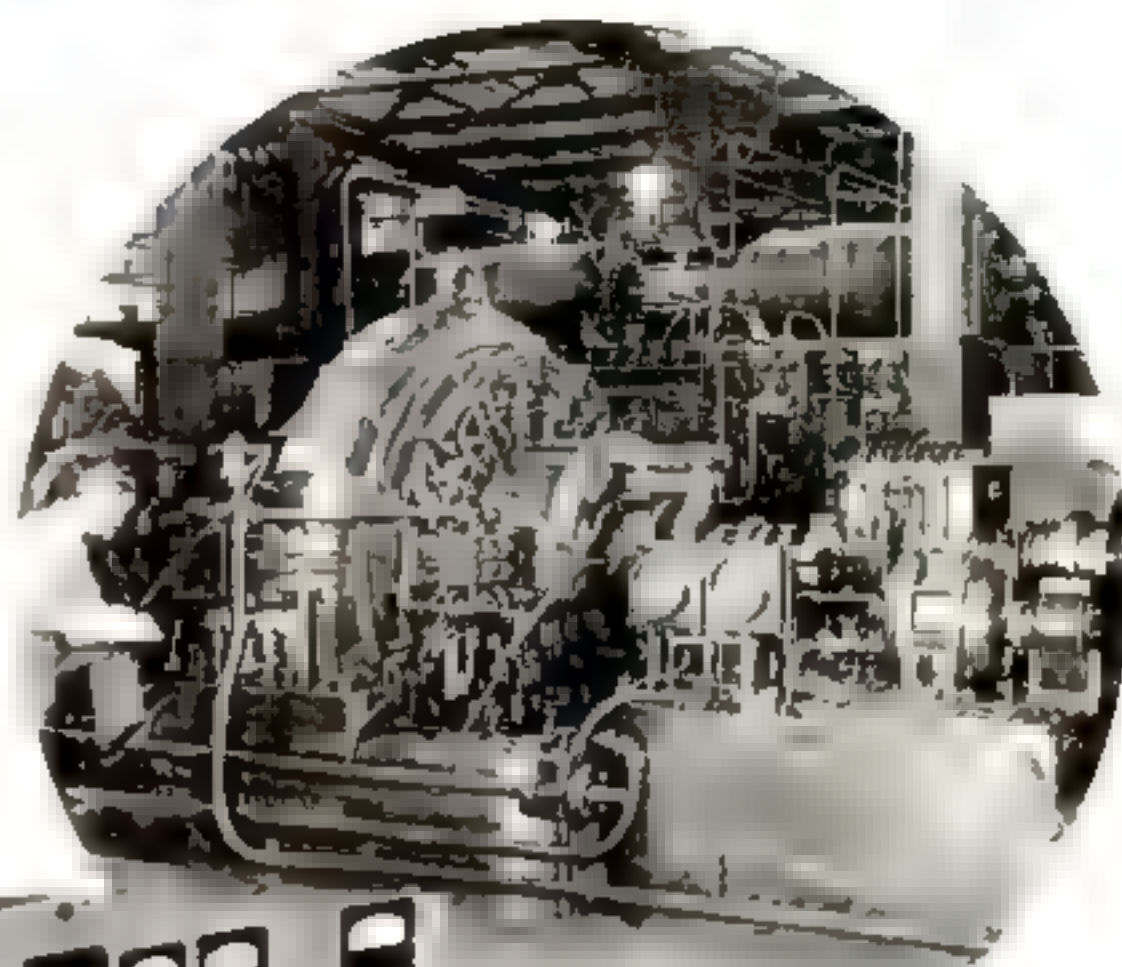


The cross roads of nations. This busy scene shows a corner of the message room of RCA Communications at 66 Broad Street in New York. The traffic which flows through this room plays an enormous part in world business, in diplomatic and other governmental messages and in the personal affairs of people the world over. Millions know that "via RCA" means swift, dependable message service to every part of the world. Millions who enjoy the fine quality of RCA Victor radios also benefit from RCA research and activity in all fields of radio.



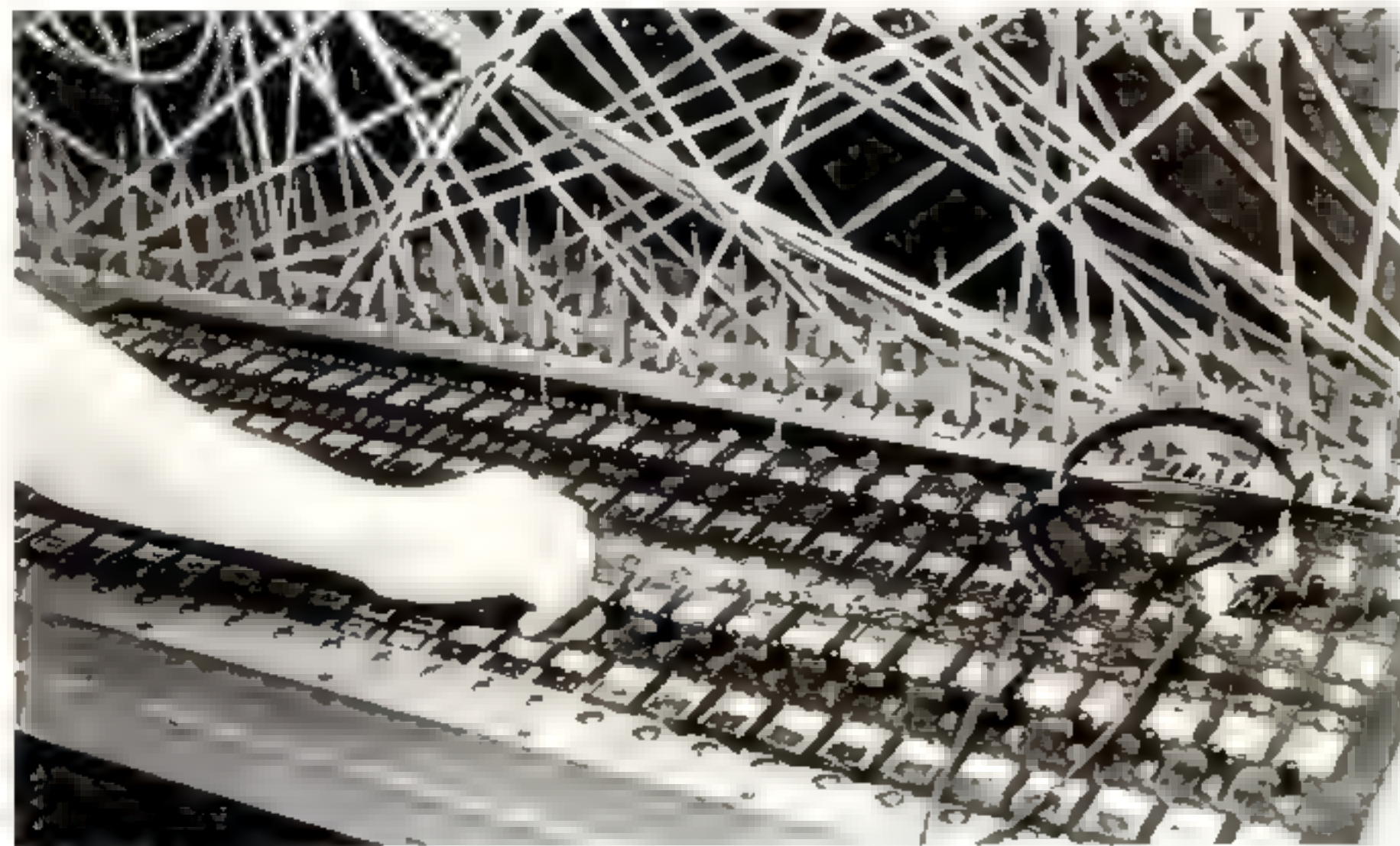
WHEN RADIO MESSAGES LEAP OCEANS

Some go out from here. This is an Alexanderson Alternator in the RCA transmitting station at Rocky Point, Long Island, N. Y. This device converts ordinary power line electricity into frequencies used in long wave radio. This particular alternator is now retired from ordinary duty, except when occasional magnetic storms hamper short wave message transmission. Then with a hum and a chatter the big machine goes to work, sends out radio waves several miles long, gets its messages through in spite of ether churned up by electrical high jinks. This equipment is always ready, although needed a very small part of the time.



Most of the messages are carried by short waves. One of the chief causes of interference with radio messages is ether disturbance related to sun spot activity. Extremely long waves are not much hampered, may even be improved by these magnetic ructions, but require excessively costly antenna and transmitter apparatus, are less satisfactory in other ways. Above is RCA engineer at Rocky Point, explaining world's most powerful short wave radio telegraph transmitter. Though its 200 kilowatt rating is same as the alternator shown above, it delivers a signal 500 times more efficient. Its short waves slip through magnetic storms without great difficulty. Operating on a 30 meter wave, it fools the sun spots about 99% of the time. A 30 meter wave is approximately 90 feet long as contrasted to the multiple mile waves of the Alexanderson Alternator. This transmitter uses RCA radio tubes throughout. Interesting fact is more than 300 million RCA tubes have been sold for home receivers.

Picturesque but passing. Conventional symbol of radio communication is a tall mast such as that shown at left. Actually such towers are no longer built, except for radio broadcasting. Short wave telegraph technique now uses wooden poles or steel towers seldom more than 130 feet high.

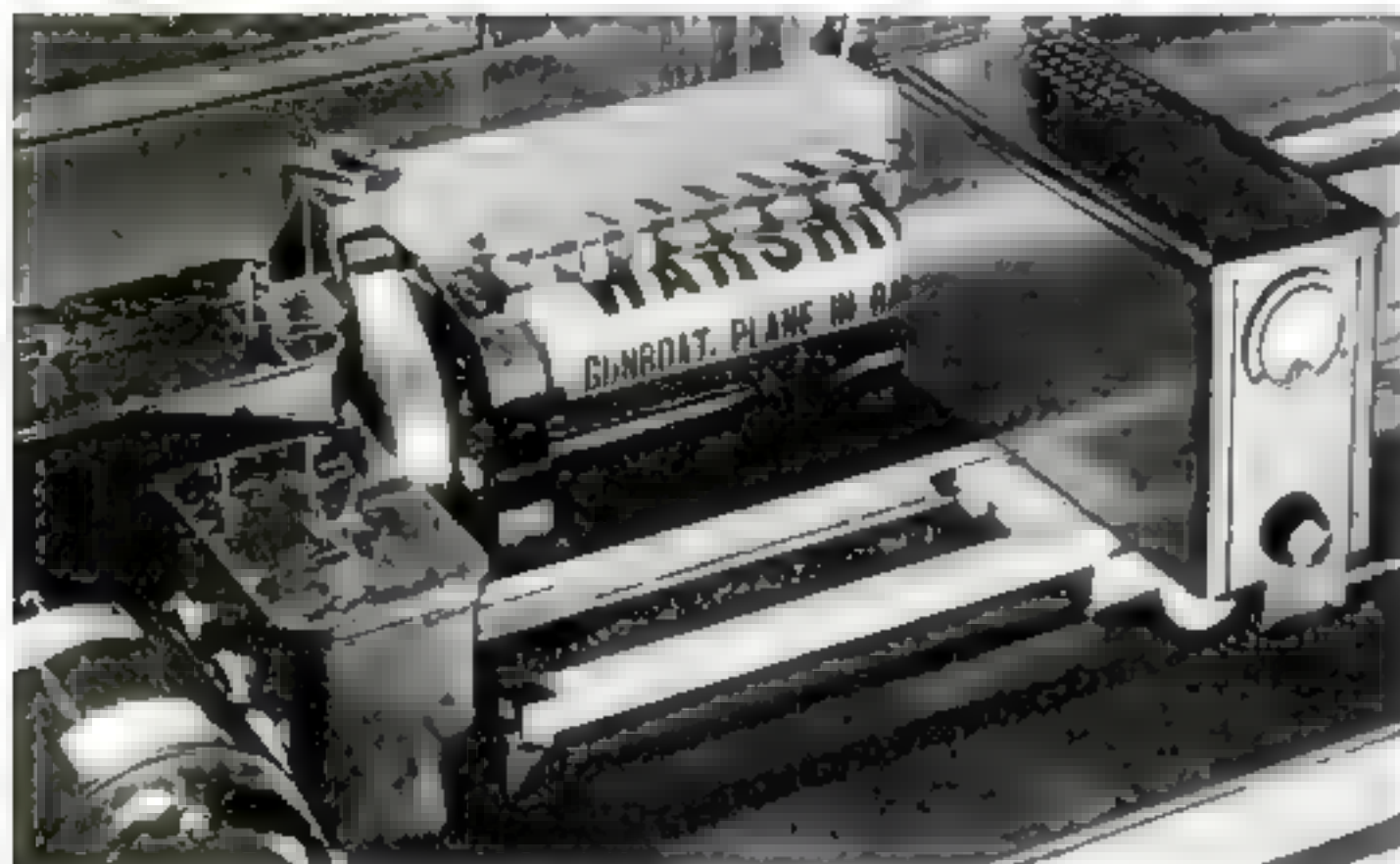


MAGIC SWITCHBOARD OF THE WORLD

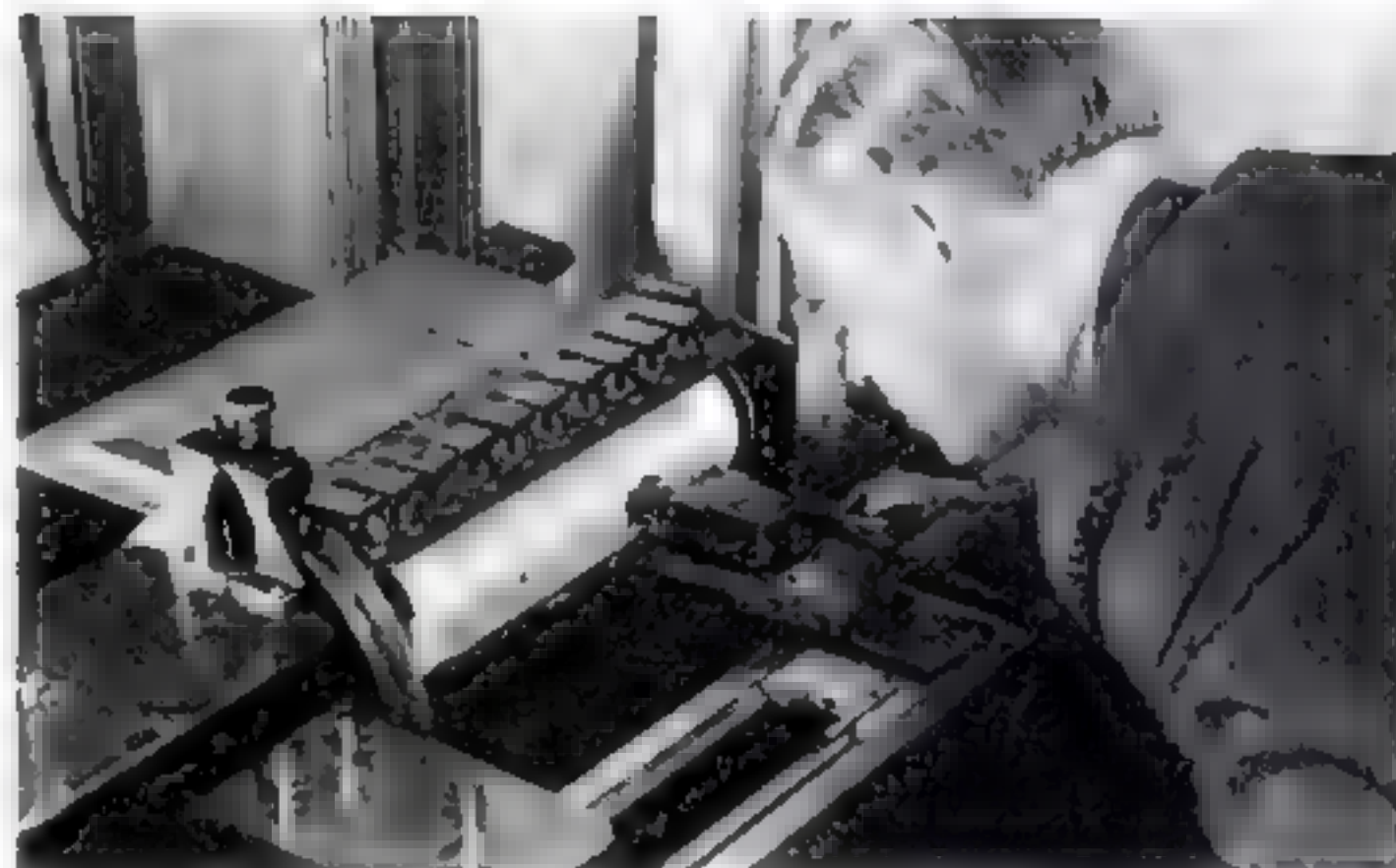
Heavenly music. At left is picture of the control board of RCA Communications' Riverhead receiving station. Each of the many keys shown will instantly cut in on a loudspeaker the radio tone of incoming messages from stations near and far.

The operator who stands before this board can literally play the music of the sphere. When any one of these keys is turned, he hears a characteristic note of the frequency assigned to a given station. Ingenious operators have discovered that by twiddling the keys in the proper order they can produce an effect somewhat like playing a tune with one finger on a pipe organ.

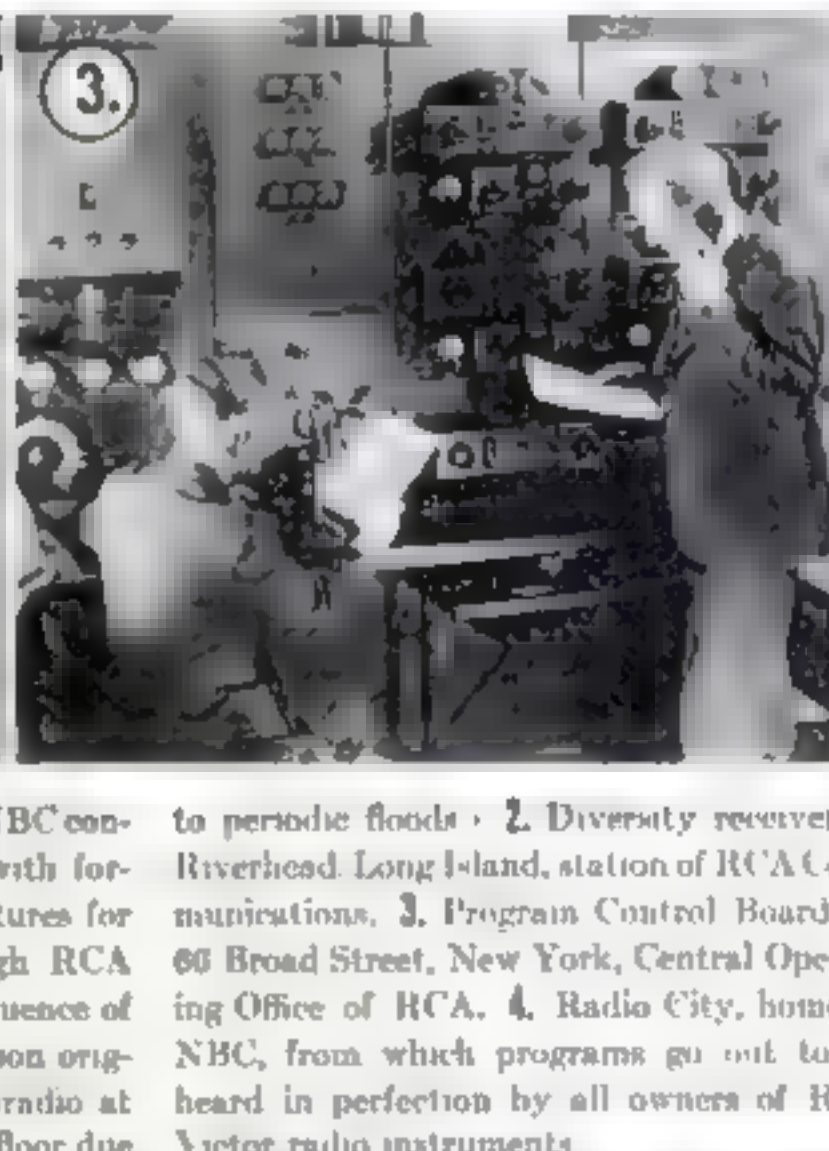
HOW RCA FLASHES PICTURES AND PROGRAMS ACROSS THE SEA



Photoradio sends pictures through the air. When Japanese aviators sank U.S.S. Panay, the London Daily Express wanted to show its readers how this news was presented to Americans. Above is photograph showing front page of New York Daily News being sent by RCA Photoradio to London. It appeared in the Daily Express within a few hours. Photoradio can transmit facsimiles of practically anything. Fingerprints by Photoradio have led to capture of fugitive criminals. Transmission is accomplished by radio impulses varying as light and shade of picture cause variable interruptions in pinpoint beam

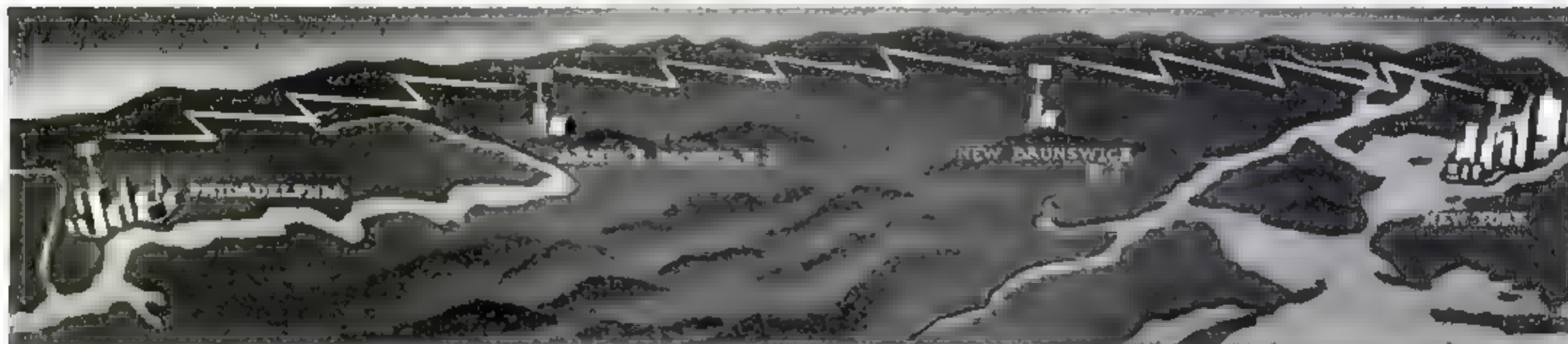


of light. This beam of light passes over surface of picture attached to roller. These fluctuations cause similar changes in a beam of light which traces a spiral that covers entire surface of a sensitized sheet of paper at the receiving end. The delicate variations of the light beam at the sending or "scanning" end, and at the receiver are controlled by a photo electric cell. This cell is an "electric eye" similar to those used for opening doors. Above is the receiving end of RCA Photoradio showing how Daily News front page was received in London. This transmission shown by permission of London Daily Express.



Building good-will with South America. NBC constantly exchanges radio programs with foreign stations. Virtually all such features for any U. S. network come in through RCA Communications. Pictures show sequence of program from Buenos Aires. 1. Station originating program (in this case Transradio at Buenos Aires. Note water-tight first floor due

to periodic floods. 2. Diversity receiver at Riverhead, Long Island, station of RCA Communications. 3. Program Control Board, at 66 Broad Street, New York, Central Operating Office of RCA. 4. Radio City, home of NBC, from which programs go out to be heard in perfection by all owners of RCA Victor radio instruments



Radio's "Beacon Fires." Newest message transmission development of RCA engineers is an ultra high frequency system, using extremely short waves. Such waves are almost completely free from interference by static, or other forms of atmospherics. Transcontinental radio transmission of the future will probably consist of a series of circuits for sending short radio waves from one strategic point to another. At lower construction cost this will provide unfailing service under all conditions. Thus radio progress offers a modern parallel for the beacon fire

"telegraphy" by which men once flashed news from hilltop to hilltop by the light of bonfires. Picture above shows "stratosphere view" of RCA Communications' UHF circuit between New York and Philadelphia. At New Brunswick and Arney's Mount are two "haunted houses" where RCA automatic equipment receives and re-transmits radio messages on New York-Philadelphia circuit. This machinery, in case of accident, shuts in its stand-by.

See next issue of LISTEN in Life for Feb. 7

RADIO CORPORATION OF AMERICA



RADIO CITY, U. S. A.

RCA Manufacturing Co., Inc.
 RCA Communications, Inc.
 National Broadcasting Co.
 RCA Institutes, Inc.
 Radiomarine Corp. of America

SEE THIS SENSATIONAL
NEW YEAR VALUE

Electric Tuning

RCA VICTOR RADIO

PUSH A BUTTON
...there's your station!

1938

1938

1938

RCA ALL THE WAY

**87K1 OFFERS YOU
ALL THESE!**

Electric Tuning—
Six Stations Automatically
RCA Metal Tubes • Magic Eye
Straight-Line Dial
Superheterodyne Circuit
12-inch Dynamic Speaker
Beauty-Tone Cabinet
American—Foreign Reception
Phonograph Connection

**NOW \$89.95
ONLY**

SO SIMPLE, A BABY CAN TUNE IT!

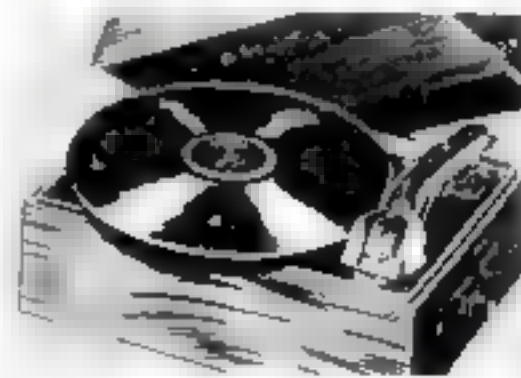
In this sensational RCA Victor value, and in every other RCA Victor radio, you get the benefit of RCA's unmatched experience in designing, building and operating the world's largest international communications system.

Quantity production, improved engineering, large-scale purchasing have all helped to make it possible for you to have the sensational model shown on this page at the amazingly low figure of \$89.95*.

You can buy RCA Victor Radios on C.I.T. easy payment plan. Any radio instrument is better with an RCA Antenna System. *All prices f. o. b. Camden, N. J., subject to change without notice. When buying radio tubes, say "RCA"! First in Metal—Foremost in Glass—Finest in Tone!

Listen to the "Magic Key" every Sunday,
2 to 3 p. m., E. S. T., on NBC Blue Network.

This and Your Radio Play Victor Records



RCA Victor Record Player R-93A transforms any modern AC radio into an electric phonograph-radio. Can be attached easily and quickly. You can operate it from your armchair. . . \$19.95*

RCA Victor

A SERVICE OF THE RADIO CORPORATION OF AMERICA

WORLD'S GREAT ARTISTS STAND FOR THEIR PORTRAIT

Sculptor Aitken's frieze is dedicated at Columbus, Ohio, museum

When the Columbus, Ohio, Gallery of Fine Arts moved into a new \$700,000 museum in 1931, its trustees had commissioned Sculptor Robert Aitken to do a ten-section, two-panel frieze for which he was promised \$50,000. The ambitious theme of this frieze was a portrait series of the world's greatest masters of art. Spending over six years on his prodigious assignment, Mr. Aitken executed in relief 68 figures from Phidias to George Bellows. On these two pages you see eight of the ten sections of this monumental work which was officially presented to the Columbus Gallery Dec. 15.

Because they are based largely on likenesses which the artists themselves left behind, the Aitken figures may be critically accepted as realistic portraits. The greatest liberty Sculptor Aitken took with historic fact was to make each and every one of his famous subjects exactly 5 ft. 6 in. tall.

A hard-working Californian of 59 who has a Manhattan studio, Sculptor Aitken did the figures on the west pediment of the U. S. Supreme Court building, which include likenesses of Chief Justice Hughes and Elihu Root. One of his designs which has disappeared from circulation was the U. S. \$50 gold piece.



Greek art really began to reach its peak in the 5th Century B. C. Its great practitioners included (l. to r.): Lysippos, Skopas, and Praxiteles, all sculptors; Kallikrates and Iktinos, architects both; Apelles (seated) and Phidias. This



The Late Renaissance in Italy is represented by (l. to r.) Tintoretto (1518-1594); Veronese (1528-1588); Della Robbia (1495-1525) kneeling with his famous *Bambino*; Titian (1477-1576) with sketchbook; Cellini (1504-1571) as handy

with his sword as with his studio tools; Carpaccio (1455-1526); Verrocchio (1435-1488). These Florentines and Venetians used the old forms of religious artistry but introduced a pagan note of gaiety and sensuousness into their work



Heaven and Hell were favorite themes with this international medley of 18th and 17th Century artists. Left to right: Spain's Velasquez (1599-1660); France's Gouyon (1560-1572); France's Poussin (1594-1665); Spain's El



Revolution and social change, appearing in the 18th and 19th Centuries, had a bad effect upon art. Typical artists of this era were (l. to r.): Sculptor Antoine Barye (1796-1875); Painter Eugene Delacroix (1798-1863); Sculptor

François Rude (1794-1856); Painter Pierre Prud'hon (1758-1823); Painter Theodore Gericault (1791-1824); Sir Henry Raeburn (1756-1823). Compared to the earlier masters, the work of these men showed a slump toward mediocrity

Impressionism began to bud in the 1850's as a reaction against the emptiness of that period. A mixture of old school and new is this group (l. to r.): Constantin Meunier (1831-1905); Puvis de Chavannes (1824-1898); Edouard



age was preoccupied with order and proportion, which found expression in statues like Lysippos' Hercules (left) and in temples like the Parthenon (upper right). Painters like Apelles decorated vases or did fresco portraits.

These Italian Renaissance artists are (l. to r.): Michelangelo (1475-1504); Raphael (1483-1520); Donato Bramante (1444-1514); Leonardo da Vinci, seated (1452-1519); Donato Donatello (1386-1466); Domenico Ghirlandajo (1438-

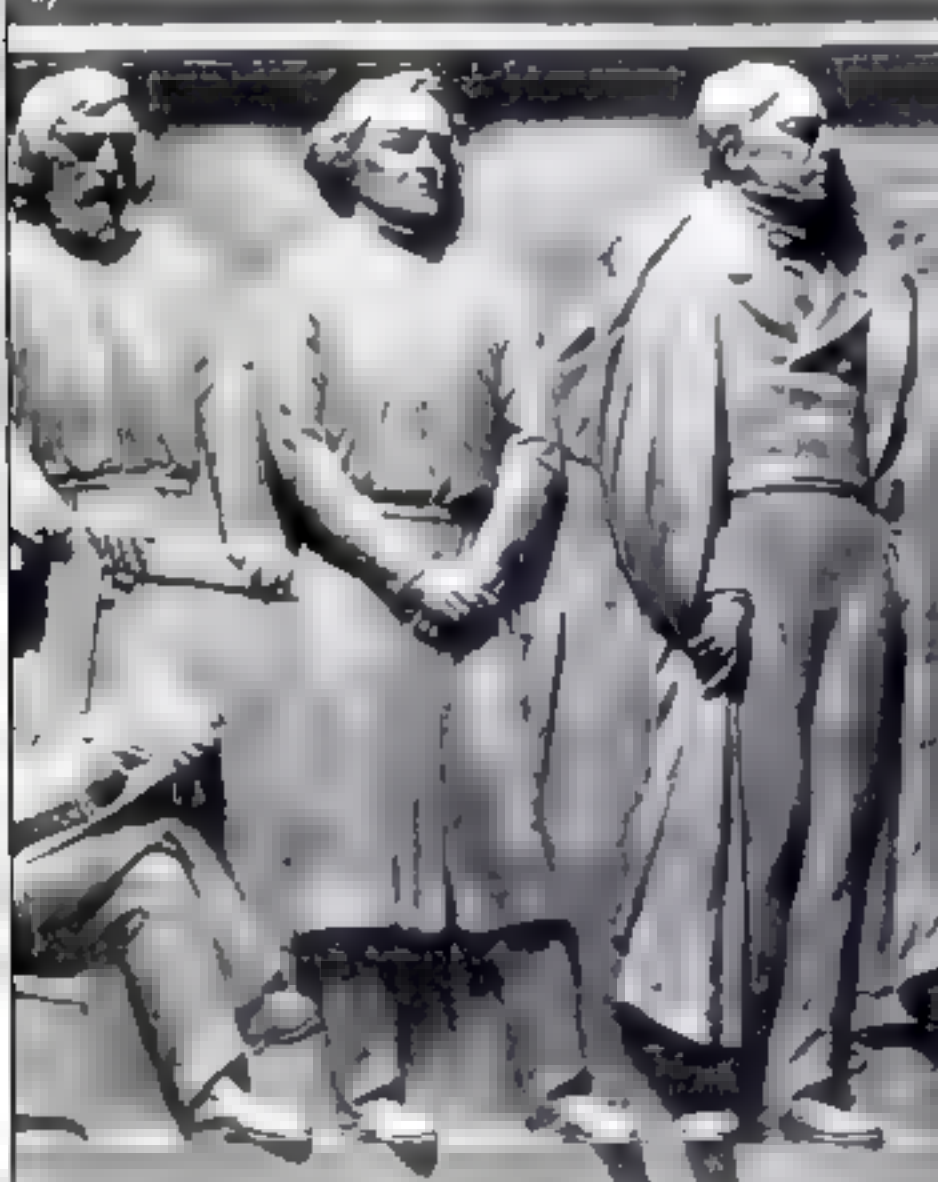
1497), Botticelli (1444-1510). The Church and the nobility commissioned these men to do some of the greatest art of all time. Like the baseball heroes of today, they were generally referred to by one pet name by their adoring Italian public.



Greco (1541-1614), Germany's Hohen, seated (1497-1548), Planchers, Braugel (1525-1569), Germany's Dider (1471-1528). This group gave the world great portraits of kings, cardinals and people of magnificent importance.

The 17th and 18th Century brought forth artists like (l. to r.): Houdon (1741-1828), Sir Joshua Reynolds (1723-1792), Goya (1740-1828), Rembrandt van Rijn, seated (1606-1669), Sir Anthony van Dyck (1599-1641), Peter Paul

Rubens (1577-1640), and Frans Hals (1580-1666). Elegance and charm became esthetic goals during these centuries. Fine painting was on the boom and billions of dollars worth of masterpieces were turned out for an appreciative aristocracy.



ard Manet (1832-1883), Honore Daubigny, seated (1808-1879); Jean Millet (1814-1875); Jean Corot (1796-1875); Jean Ingres (1780-1867). Manet led an artistic revolt whose influence is just now beginning to wane.

Most modern of the Artken panels in the Columbus Gallery is this one which shows (l. to r.): John LaFarge (1835-1910), George Bellows, seated (1882-1925), Augustus Saint-Gaudens (1848-1907), John Singer Sargent (1856-1925),

J. Q. A. Ward (1880-1910), James Abbott McNeill Whistler (1834-1903); Auguste Rodin (1840-1917). Here America first appears on the world's horizon of art and its artists become important enough to take their place in a history of art.

SWEDISH CHAMPION SHOWS SEVEN SKATING FIGURES

There are 49 other figures in this highly formalized sport

Five years ago, Sonja Henie of Norway came to America and took part in a series of figure-skating performances which, playing to crowded arenas, revealed an unexpected U. S. enthusiasm for this entertainment. Today, as a result, Miss Henie is the eighth ranking movie box-office attraction and the U. S. is experiencing a great figure-skating revival. Currently there are four professional skating troupes touring the country.

Although the impetus for the present popularity of figure skating came from Europe, Europe itself learned its figure skating from an American, Jackson Haines of Chicago. In the 1860's, Haines evolved his free, graceful, athletic "international" style. He went to Europe, freed skaters from the bondage of

their stiff steps. Grateful Europeans named their children and their rinks after him and in Vienna a thousand skaters danced the Jackson Haines waltz.

Haines's international style is the foundation of modern figure skating, a highly technical, formalized art which requires knowledge of 56 compulsory school figures and the ability to improvise on them. On this page Vivi-Anne Hultén of Sweden (see front cover) demonstrates seven free-style figures with their technical names. Only 23, Miss Hultén has been champion of Sweden for ten years. She is in the U. S. now giving no exhibitions but hoping that she may get in films. Top-notch skaters are adapting free skating to interpretive dancing. Opposite: Melitta Brunner, former Austrian champion, does a dance-







THE VANISHING SPLENDOR OF VICTORIAN FIFTH AVENUE IS PRESERVED BY BERENICE ABBOTT'S CAMERA

A WOMAN PHOTOGRAPHS THE FACE OF A CHANGING CITY

To Berenice Abbott (right) New York is "the most phenomenal human gesture ever made." For years in Paris she had photographed the faces of Europe's great. But returning to Manhattan in 1929 made her feel that faces everywhere look much the same. What people are really like, she decided, is shown by what they build. "Their houses," said Berenice Abbott, "tell more about a people than their noses. And besides, in a city as vast as New York, human beings are dwarfed by the colossal monuments of their hands." There was another angle about New York that held this Springfield, Ohio, girl with "a fantastic passion." This was the city's ceaseless change, its overnight growths, its vanishing old structures, its weird contrast of past jostling with present. Fifty years from now it would be a different city. Somebody should preserve its flavor before it was gone.

So Berenice Abbott set to work making a detached and clear-sighted document of the changing face of New York. At first she was confused by the city's frantic pace, frightened by its strange and hostile cor-



ners, baffled by lack of funds and equipment. In 1935 the WPA and the Museum of the City of New York came to her rescue. Since then she has prowled indefatigably over the city's pavements, photographing its old markets, its little shops, its vanishing elevated stations, its Victorian mansions, its waterfront ships and terraced towers. She prefers a large camera, but is not averse to miniatures. She often waits for hours till the light is right or distract-

ing action has stopped.

Unlike the f:64 group (LIFE, April 12), she does not make a fetish of small shutter openings. When told that a picture, like the mansion above, resembles a Hopper painting (LIFE, May 3), she answers that she was doing this sort of thing before Hopper, and what artists like him are attempting is better done in photography anyhow. She does not care whether her pictures are called art or not. What she does care about is using the camera medium as honestly as possible to make for posterity a detailed document of the glory of American urban civilization.



NEW YORK OF TOMORROW WILL NOT KNOW THE DRAMATIC LIGHT PATTERNS OF THE EL AT HANOVER SQUARE

CONTINUED ON NEXT PAGE



THE FLAVOR OF THE ITALIAN QUARTER IS CAUGHT IN THIS PICTURE OF A BLEECKER STREET CHEESE STORE



A FOUR-MASTER WITH POTATO CARGO TIES UP BEFORE THE STONE SPIRES OF LOWER MANHATTAN

CONTINUED ON NEXT PAGE



IN THE DAILY NEWS BUILDING BERENICE ABBOTT SEES THE BREATH-TAKING VERTICALNESS THAT MAKES MANHATTAN'S SKYLINE



NEW YORK OF YESTERDAY, QUICKLY VANISHING, STILL RESIDES IN THIS QUIET BROOKLYN COLONIAL HOUSE



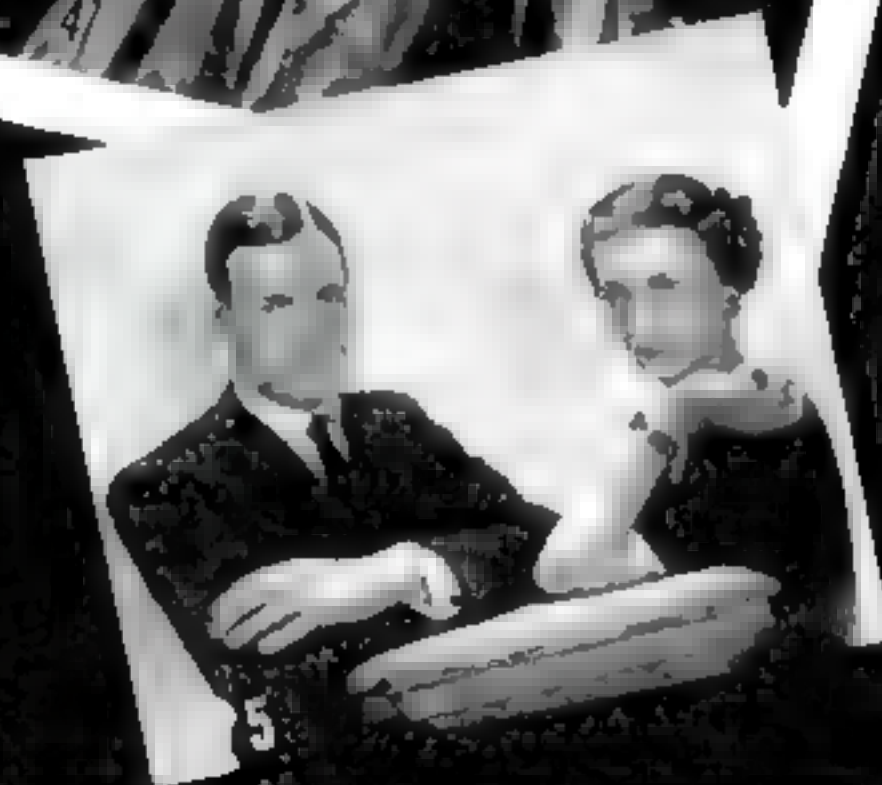
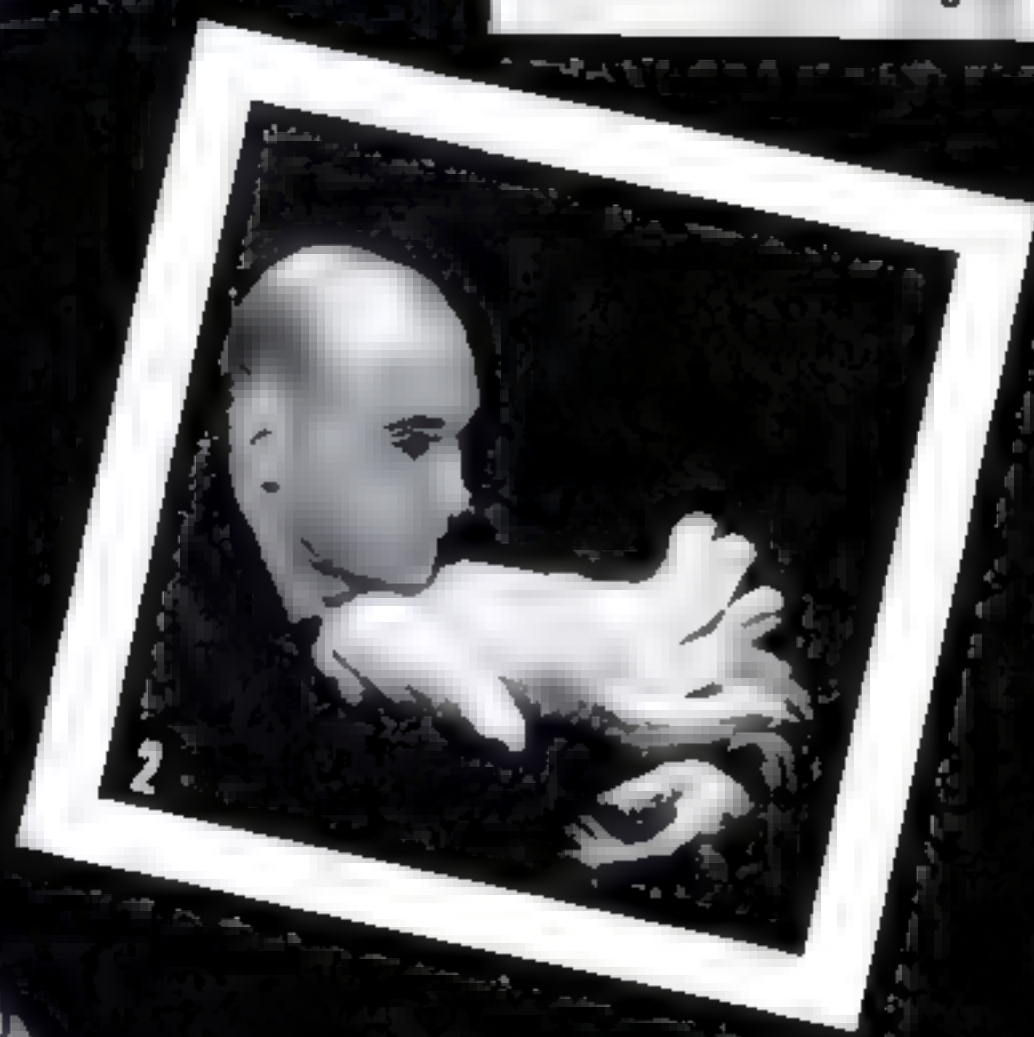
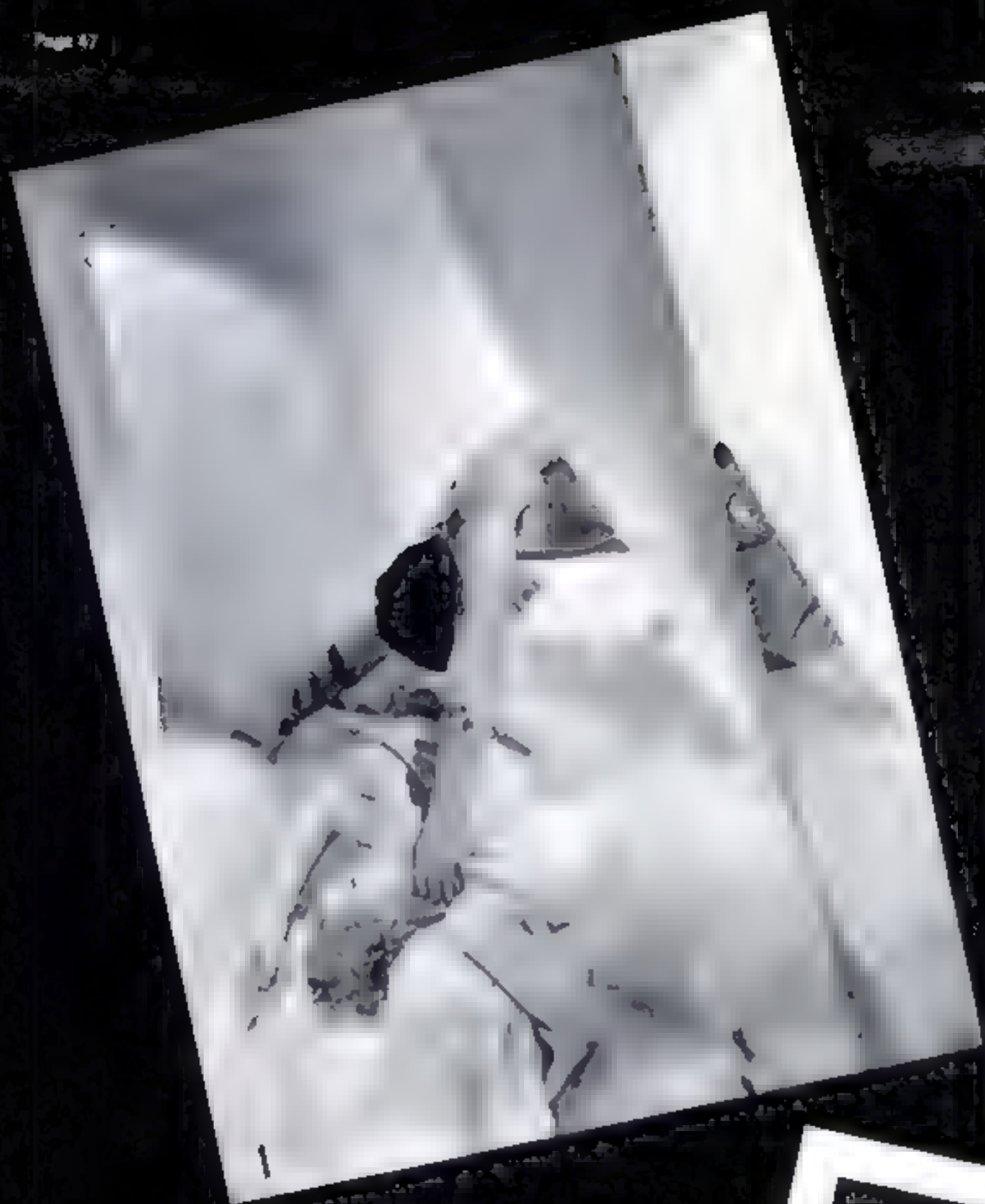
A MAN PHOTOGRAPHS THE FACES OF LOVELY LADIES

Another photographer took this picture of Cecil Beaton leaning against a ruined Grecian temple. If you look closely at the pillar at the left of his crooked arm, you will see Byron's name carved on it. The fact that Cecil Beaton is fond of this picture tells much about him. For he might well be called the Byron of the Camera. Like Byron, he is the "bad boy" of England's social upper crust. For many years he has deliberately flouted international public opinion with his bizarre clothes, his fantastic parties (LIFE, Aug. 9), his weird quips, his decadently fascinating portraits of fashionable women.

But five minutes with Cecil Beaton, now in the U. S. for the publication of his *Scrapbook* (Scribner's, \$7.50), convinces you that he is no fool. He is a mag-

nificent craftsman. His pictures of the great and the beautiful—he disdains to photograph others—may sometimes be perverse, but are never unimaginative. Unlike Berenice Abbott (see p. 40) he does not use the camera for intrinsic values. He believes that with beautiful women the camera is "untruthfully truthful." It cruelly reveals wrinkles, bags under eyes, lines of discontent.

Hence Cecil Beaton resorts frankly to what he calls "legitimate faking." With painted or sculptured background, with soft lights and tinselly stage props, he sets out deliberately to defeat the coldly piercing eye of the truthful lens. What he gets instead, with startling brilliance, is a fantastic unreality that wraps his subjects in the misty glamor the world expects of its loveliest ladies.



Cecil Beaton's best efforts are often crowned with terror—some subjects. He'd never seen a woman in a white dress with a dark brooch. Though the others in the series were later, or he'd have allowed this sort of a historical reference. "My dear, wonderful." In the picture 1, Princess Natalie Paley, Mrs. Jack Wilson, the her is covered with spin glass, which makes her skin. Printed in Vogue for which most of these pictures were taken, it created a sensation.

2 Beaton does not know why he put the powerful hand under the chin of Boris Kuchin of the Dnepropetrovsk ballet.

3 Novelist Aldous Huxley peers mysteriously through a transparent veil because he goes for himself, what is grand for and for age.

4 Jean Elizabeth Page, trailblazer of Queen.

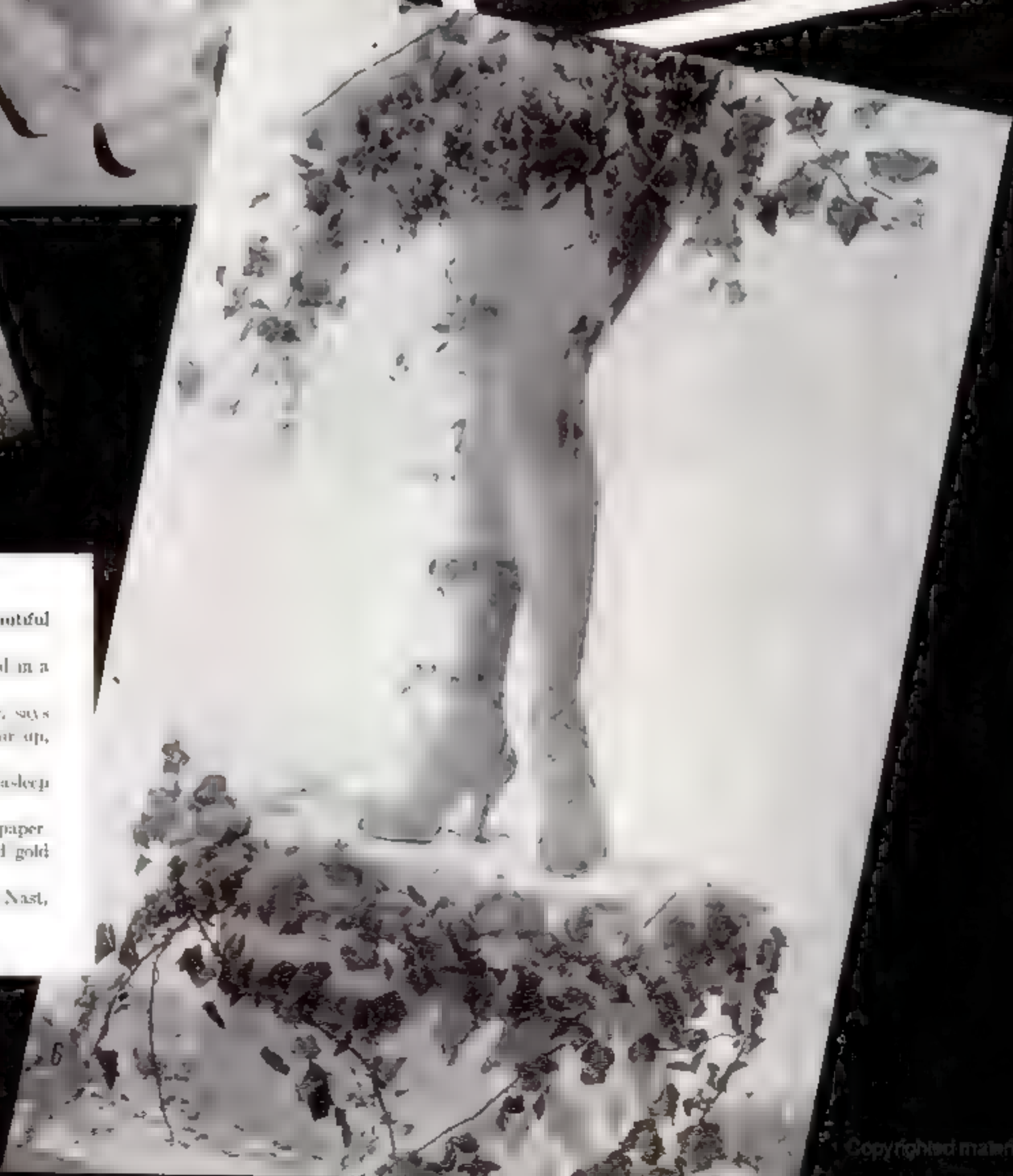
5 The Duke and Duchess of Kent.

6 Jean Cocteau's powerful hand is emphasized by two plaster hands above.

7 Katharine Hepburn poses against John of Arc.

CONTINUED ON NEXT PAGE





"Nobody," says Cecil Beaton, "can see and get more flatteringly on beautiful women than I". On this page are samples.

1 Sir John and Lady Darnley and family are here photographed in a traditional 18th Century "Conversation Piece".

2 Mirene Dietrich (see p. 18) was never properly photographed, says Beaton. So he crumpled her breast around her neck, put her hair up, turned on his most generous lights and took this.

3 Princess Karen of Kapturthra, with eyes closed, is not really asleep during the pictures.

4 Mrs. Harrison-Williams bursts through a double layer of wrapping paper.

5 The Countess of Pembroke and Montgomery in a crimson and gold room at White.

6 "The most beautiful legs in the world" were taken for Condé Nast, but the picture was never used.



This masterpiece of character revelation is Cecil Beaton at his best. Few cameramen today can equal it. In the foreground, "taking the bows," but somewhat shadowy, is Ger-

trude Stein, great literary experimentalist. Behind, as solid as rock and brilliantly lit, is Alice Toklas, her secretary. "Those who really know them," says Beaton, "know that

Toklas is at least 50 per cent of the works." The strange line above, Beaton calls "a gift from God." It is an electric wire which hung from the ceiling and was pinned back.

THE CAMERA OVERSEAS: BENITO MUSSOLINI TELLS HIS FASCIST GRAND COUNCIL AND THE WORLD

Just one man makes the decisions in Italy today. On Dec. 11, Benito Mussolini summoned the 26 distinguished stooges of the Fascist Grand Council to the Council Room in Rome's Palazzo Venezia (right) and told them that Italy was quitting the League of Nations, as its allies, Germany and Japan, had already done. Five minutes after the meeting started, Achille Starace, secretary of the Fascist Party, stepped out on the palace balcony to announce the "decision" of the Grand Council to 30,000 Italians massed in the park below in the palace square. (The "decision" was lost to Italian radio listeners because Starace accidentally stepped on the radio plug on the balcony. Then Il Duce, in a bad temper and with a sore throat, stepped out to harangue the populace.)

In the picture below, he is seen on the balcony at the extreme right, stretched out by the searchlights on the scaffolding. The people, except for the sordid steel skeletons under the balcony, are mostly Fascists summoned for the occasion. The monument in the left background is the bright white marble National Monument to Victor Emmanuel II, Rome's symbol of a united Italy. The foremost statues represent Taught and Action; the top one is Victor Emmanuel II, grandfather of the present King Victor Emmanuel III, whom Mussolini has now made Emperor of Ethiopia. The chief disappointment of Mussolini is that the world's rich democracies have not recognized Italy's conquest of Ethiopia, thus preventing Italy from getting the necessary cash to develop that African domain.

Most observers saw similarity to the League in Italy's desertion, since in or out Mussolini is expected to throw monkey wrenches into its works.



Fascist Grand Council in session on Dec. 11 agrees to quit the League. Its members clockwise around table: Agricultural Expert Acerbi; Party Executive Marinelli; Industrial

alist Count Volpi; Propaganda Minister Alberti; Minister of Agriculture Rossoni; Finance Minister Francesco Revel; Foreign Minister Ciano; Senate President Acerbo; Queen



THE CAMERA OVERSEAS: AN AMERICAN GIRL MEETS "A CUTE SWISS" IN PARIS AND BECOMES TH

Jean De Koven had one very bad stroke of luck. She was a Brooklyn girl who taught ballet dancing. Last summer, like thousands of other American women, she and her aunt went to Paris. There she met a handsome, six-foot German who was working as an interpreter in the Paris Exposition (LIFE, Aug. 9). He told her that he was a Swiss, but not that he was also an ex-convict. Miss De Koven's misfortune was that she was about to become Victim No. 1 in this stranger's brief and spectacular career as France's greatest mass-killer since Landru.

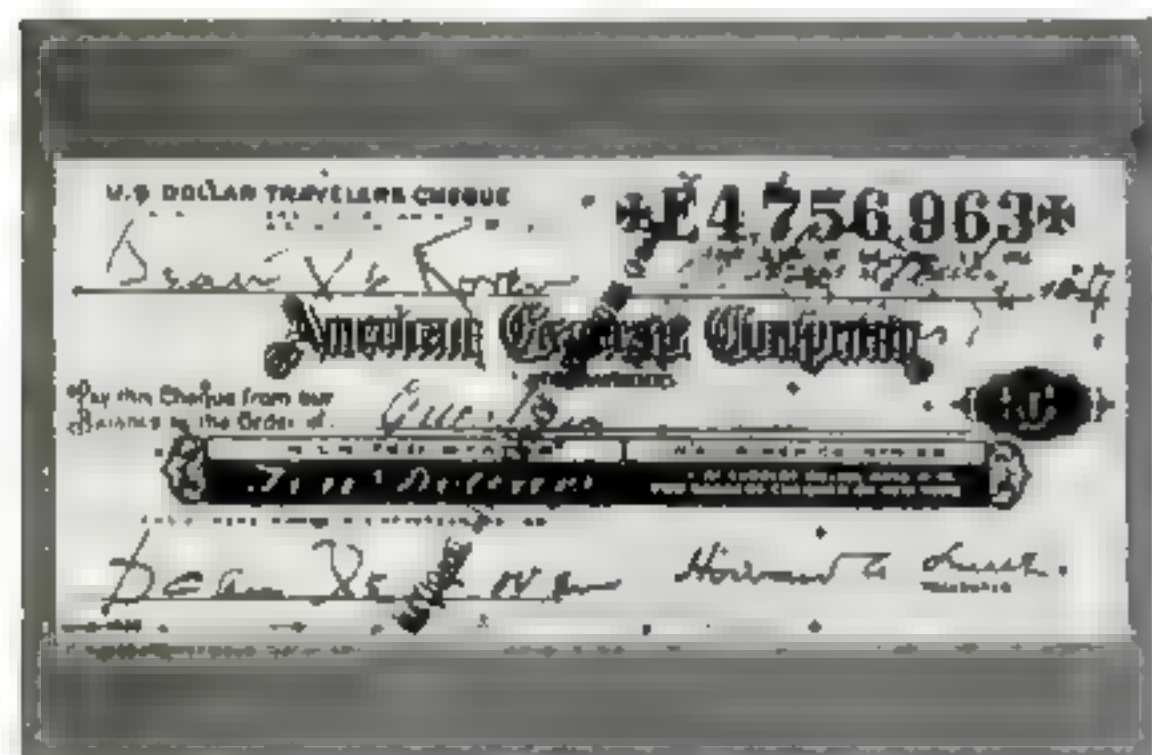
She accepted an invitation to his villa in St. Cloud. Just after she stepped in the front door, she fell back with two hands at her throat. Because she breathed too long and his wrists got tired, the man let her fall to the floor and finished the strangulation with a cloth. Eugene George Weidmann's unfolding career as a mass-killer never showed a sign of genius, ran on in a grey nightmare of unprofitable and unnecessary murders for petty cash.



1 Jean De Koven, 22, pretty ballet dancer and teacher from Brooklyn, set out for France with her aunt on July 14.



2 In their deck chairs on the *Normandie*, Jean and her aunt, Miss Ida Sauer, had their picture taken. On July 23, four days after reaching Paris, Jean kept an afternoon date with "a cute Swiss," did not come back.



3 A strange woman began cashing Jean's American Express travelers' checks. The top signature is genuine, the bottom obviously forged. A man's voice telephoned Jean's Aunt Ida for ransom.



4 The frantic aunt obeyed instructions by inserting in the Paris edition of the *New York Herald Tribune* four personals showing a rising note of anxiety. Above, they are all mounted together.



5 Jean's brother, Henry, arrived in Paris Aug. 10, to prod the police into action. They thought his sister had just eloped.



6 Two inspectors kept on the trail until the corpse of a French real-estate agent was found in St. Cloud. A visiting card in the man's pocket was finally traced to a Siegfried Sauerbrey in St. Cloud.



7 The two French inspectors posing as tax collectors called on Herr Sauerbrey on Dec. 8 in this ugly yellow-plaster villa. Suspicious, Sauerbrey opened fire on them, slightly wounding both.



8 Subdued with hammer by brave inspectors, Sauerbrey turned out to be one Eugene George Weidmann, German juilliard teacher.



9 Weidmann confessed to six murders, sobbingly advised the police to dig under the front porch of his St. Cloud bungalow for the proof of "something horrible I did last July."



10 Only 18 inches below the surface, police found the dirt-caked body of Jean De Koven, where it was buried.



11 The body is packed in a coffin by a detective wearing rubber gloves, sent to the morgue preparatory to its eventual return to the De Koven family in Brooklyn. Weidmann boasted: "My magnificent eyes fascinated her."

FIRST CORPSE OF "L'AFFAIRE WEIDMANN"



2 The police began frenzied digging in the entire St. Cloud garden where neighbors had seen Weidmann frequently "planting rose-bushes." A light fall of December snow covers the broken ground.



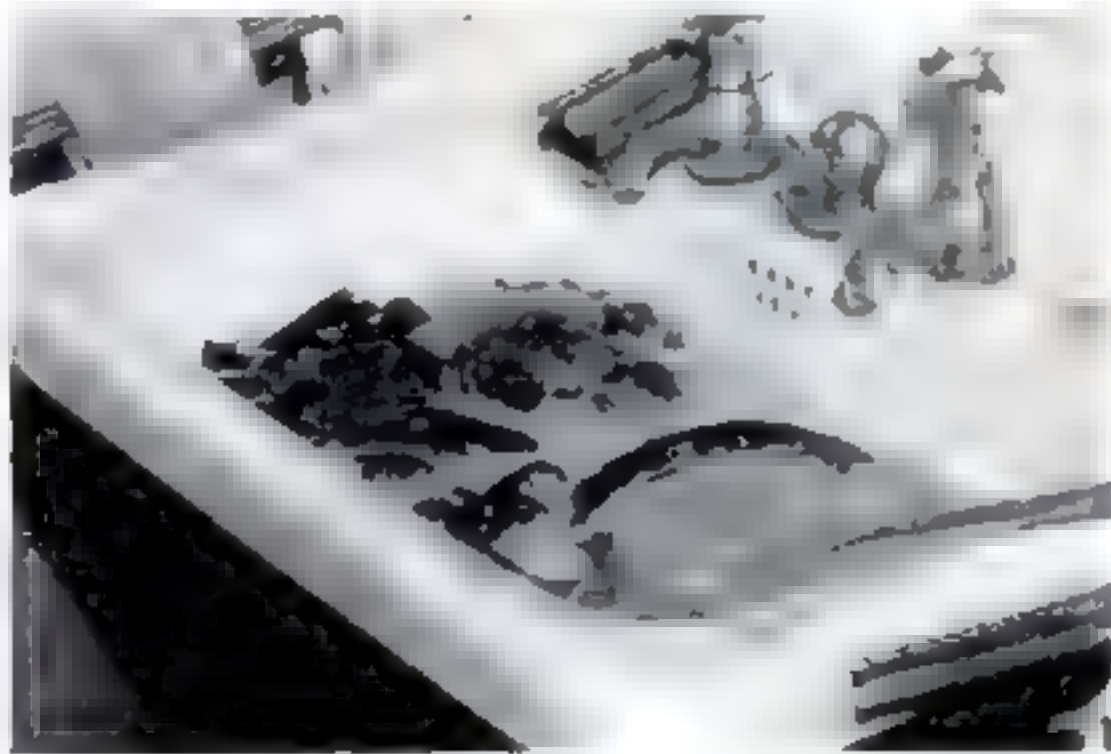
13 Digging in the cellar was, however, more profitable. Workmen promptly uncovered this grisly form a few inches below the cellar's dirt floor, just where Weidmann said it ought to be.



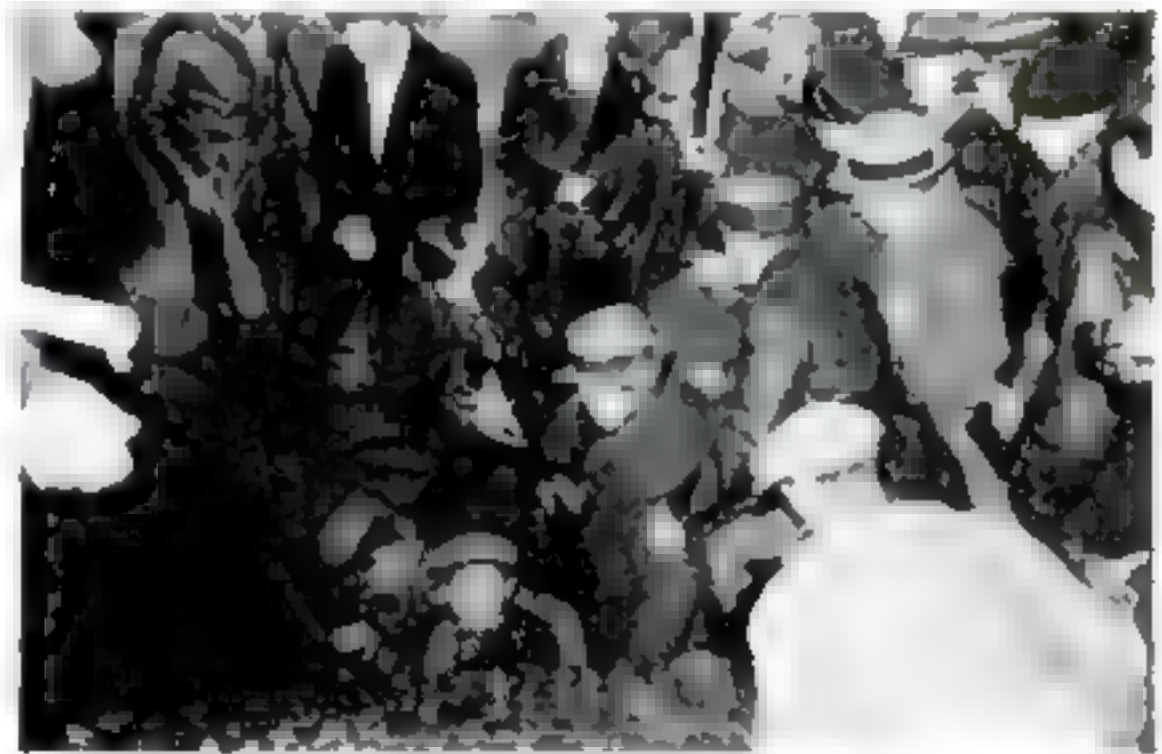
14 The body was Arthur Frommer's, Weidmann's friend who was killed Oct. 16 for knowing too much about the murders.



5 Coffins of Jean De Koven and Frommer lay in yard while Examining Magistrate Berry prowled around the house.



16 A sinkful of mouth gags was found in the villa, which was strikingly neat and well-swept. Notice soap and nail brush. It was supposed that Weidmann was soaking blood out of the gags.



17 More Weidmann talk led police to the "Cavern of the Brigands" in Fontainebleau Forest where still another body was found. Police Chief Pamborgue is being helped down into the pit.



8 The body in the cavern was Marie Jeanne Keller, of Strasbourg, mother of two. Weidmann killed her for east Oct. 4.



19 Murdered Sept. 7 by Weidmann was a chauffeur, Jean Couffy, while driving Weidmann in his cab on a lonely road.



20 Murdered Oct. 17 by Weidmann was Roger Le Blond, theatre manager whom Weidmann had promised a large loan.



21 Murdered Nov. 29 was Raymond Lesbore while showing Weidmann a house to rent. His body was left where it fell.



2 Cold chills came to sligt Roger Million whom Weidmann soon named as his accomplice. Million hotly denied it.



23 Supposedly a decoy, Renée Colette Tricot was first accused, then exculpated by Weidmann, of being an accessory.



24 Weidmann's fingerprints are known to German and Canadian police. This is the fourth finger of the right hand.



25 As Brooklyn friends collected money for a De Koven memorial, the bad news reached her fiancé, Morris Brenner.



The Pope Awards a New Red Hat

On Dec. 16 in Benediction Hall in Vatican City, Pope Pius XI (above, in Papal mitre) placed a Cardinal's red beaver hat on one of five new Princes of the Church. The ostrich-plumed fans are called *flabella*, bear Papal arms

of crossed keys and a triple tiara. The arms are repeated on the banners carried by the lions in the painting behind. The soldiers are Palatine Guards. The congregation has cried, "*Viva il Papa!*" and choir has sung, "*Thou art Peter.*"

THE CAMERA OVERSEAS: POPE PIUS CREATES FIVE NEW PRINCES OF THE CHURCH



A Secret Consistory had never been photographed until this picture was taken Dec. 18 in the Vatican's Consistorial Hall. The Pope is on his throne and the College of Cardinals sits

before him in two rows. Beside the Pope is the master of ceremonies, Rospighi. Catholic kings may attend but none did. Black beard at right is Vatican Librarian Tisserant. At

other end of same line is Pius' favorite, Cerrin Dominoni. Here new Cardinals kiss the Pope's foot, hand and cheek, have their mouths "opened" and "closed" for secrecy.



HINSLEY, 72, IS ENGLISH AND ILL



PIAZZA, 53, IS ANOTHER ITALIAN



PIZZARDO, 60, IS AN ABLE ITALIAN

GERLIER, 57, IS A FRENCH WAR VETERAN

PELLEGRINETTI, 61, IS AN ITALIAN

Pope Pius XI, now 80, has overcome his fears of a year ago that he was a dying man. He believes that the world is in a struggle between Communism and Fascism and he favors Fascism. At a Secret Consistory Dec. 18 (top) and a Public Consistory Dec. 16 in St. Peter's (opposite page), he created five new cardinals, bringing the College of Cardinals up to one short of its limit of 70. Pius XI has named 61.

The five faces of the five new Princes of the Church on this page bring up to date LIFE's portrait gallery of the Cardinals in the Dec. 21, 1936 issue. Two Cardinals have died since then: Mundani y Esteban and Bisleti. The College now has 39 Italians to represent Italy's 4,700,000 Catholics, 30 others to represent the other 331,500,000 Catholics.





NIGHTGOWN, UNDER ERMINE COAT, ON ST. REGIS ROOF



A SATIN SLIP MAKES THIS TRANSPARENT ROBE-DE-NUIT DECENT

THE NIGHTGOWN NOW GOES OUT IN PUBLIC AS AN EVENING DRESS



All dressed up in a \$39.50 finely-pleated cerise chiffon nightgown. This one, called "Danger," is a copy of the one worn by Loretta Young in the movie *Wife, Doctor and Nurse*.



Printed chiffon nightgown, which sells for \$8.95 at Saks-Fifth Avenue, becomes a formal evening dress by adding a floor-length slip, glittering jewels, evening sandals.

About four years ago a woman wintering in Palm Beach, bored with her evening clothes, wore a nightgown to a dinner dance and bragged about it. Thus began, according to a Fifth Avenue legend, the odd American custom of wearing nightgowns as evening dresses in public. Last semester a thrifty coed at Rochester University made newspaper headlines by admitting she had worn an \$8 nightgown to a college dance. Ohio State coeds this winter discovered that a Columbus department store had some nice little numbers that sold from \$3.95 to \$18.50. The only thing needed to transform many a nightgown into an evening dress is a long silk slip. When outmoded for parties, you can always use your trick gown for what it was made for.

Manufacturers of fancy nightgowns, such as Carole Lingerie and Yolande, admit they now design gowns so they can be worn as evening dresses, but since they are sold only in lingerie departments, ladies of the evening can still startle their escorts with the question: "How do you like my nightgown?"



An evening gown goes to bed

The business of going to bed, after an evening out in her nightgown, is made simple for this lady. The manufacturers have sold 300 of these wine-col-

ored, pleated chiffon and lace nightgowns to stores like Bonwit Teller. They retail for \$79.50, can be kept clean and pleated by dipping in cleaning fluid.

Life Goes to a Party

with high Washington Society at Mrs. Truxtun Beale's historic Decatur House



Across this threshold in party dress once stepped Thomas Jefferson, Dolly Madison, John Marshall and Peggy Eaton.

Across from the White House on a corner of old Lafayette Square stands a plain, squarish, three-story house of brownish brick weathered by the winds and rain and dust of more than a century. Thither on Dec. 16, to a far more exclusive party than the one they left, went a select 200 or so of the 1,200 persons who had lined up and shuffled through the White House that evening at the annual Diplomatic Reception.

Crossing the canopied threshold into a gas-and-candle-lit magnificence of painted ceilings, crystal chandeliers, bibelots, etchings and mementos, imaginative guests stepped back into American history. The house was built in 1819 by the U. S. naval hero, Stephen ("Our country, right or

wrong") Decatur. After his death in a duel, its successive occupants included Henry Clay, Martin Van Buren, and many another personage. Scene of a thousand parties, its rooms are thronged with the glittering ghosts of Washington's fair ladies and great men.

Mrs. Truxtun Beale, present owner of the house and one of Washington's topflight hostesses, has been giving her post-Diplomatic Reception party ever since the War. An affair so exclusive that even guest lists do not appear, it has never before been photographed. But this year's party may be the last. To liquidate an estate, the Decatur House must be sold. Mrs. Beale hopes fervently that some rich patriot will preserve it as an historic shrine.



The hostess, Mrs. Truxtun Beale, greets Chinese Ambassador C. T. Wang and one of his daughters. The Wangs are now riding high in Washington on a wave of popular sympathy.



Scotch and champagne (contrary to a report of Columnist Westbrook Pegler, who was not there) were served to Argentine Ambassador Don Felipe Espil (centre) and other Beale guests.



Cold chicken and salad to Mrs. J. Hamilton ("Gypsy") Lewis, witty, palm-reading wife of the senior Senator from Illinois, and bachelor Greek Minister Demetrios Sicilianos.



YOUNGHOODS OF THE BRITISH EMBASSY FLOCK TOGETHER AND MONOPOLIZE PRETTY GIRLS AT MRS. BEALE'S PARTY



The French Charge d'Affaires, brilliant Jules Henry whose recall to the French Foreign Office was announced on Dec. 21, bends over Countess Robert van der Straten-Ponthoz.



The Rumanian Minister, Charles A. Davila, who announced decision to re-enter his country's politics Dec. 19, bends over Mrs. Dwight F. Davis, the former Mrs. Charles H. Salton.

CONTINUED ON NEXT PAGE



The Belgian Ambassador, Count Robert ("Bohly") van der Straten-Ponthoz, looks as if a good time was not had by all.



Mrs. Patrick J. Hurley, the pretty wife of the Hoover Secretary of War, illustrates a good story with both hands.



Yugoslavian Minister, hard-working Constantin Fotitch, eyes camera as Polish Counselor Witold Wankowicz talks.



German Ambassador, Hans Dieckhoff (back to camera), addresses (l. to r.) Mrs. Warren Robins, U.S. embassy decorator, Countess van der Straten-Ponthoz; Chargé d'Affaires Henry.



Mrs. Robert Bacon (left), active wife of the rich Congressman, greets Mrs. Robert Woods Bliss (centre), wife of the former Ambassador to the Argentine, and Mrs. Tracy Dows.



Lady Lindsay, American-born wife of the British Ambassador, chats with New York Architect William Delano and former Ambassador to Poland F. Lamot Belin, a du Pont kinsman.



Congresswoman Edith Nourse Rogers of Massachusetts (centre) chats with slender Mrs. Pat Hurley (left) and buxom Mrs. Warren Austin, wife of the Senator from Vermont (right).

Can you answer these questions?

- Would factory workers prefer Henry Ford to John L. Lewis as President of the U. S.?
- Is Jim Farley the outstanding Democratic candidate to succeed Mr. Roosevelt?
- Does a clear majority of the public favor guaranteed farm prices?
- How much money a week does the average American family feel it requires for necessities and a few inexpensive pleasures?
- Would the poor prefer to pay an income tax to do away with hidden taxes?
- Do most Americans wish they had chosen a different career?
- How many people think Hugo L. Black was a good choice for the Supreme Court?
- Could the drys muster a majority to forbid the sale of liquor by the drink?

Fortune for January gives the answers

...to these and many other important questions. They are included in the eleventh FORTUNE Quarterly Survey, a scientific sampling of public opinion by the same methods that enabled FORTUNE to predict Mr. Roosevelt's majority in 1936 with an error of less than 1 percent.

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PICTURES TO THE EDITORS



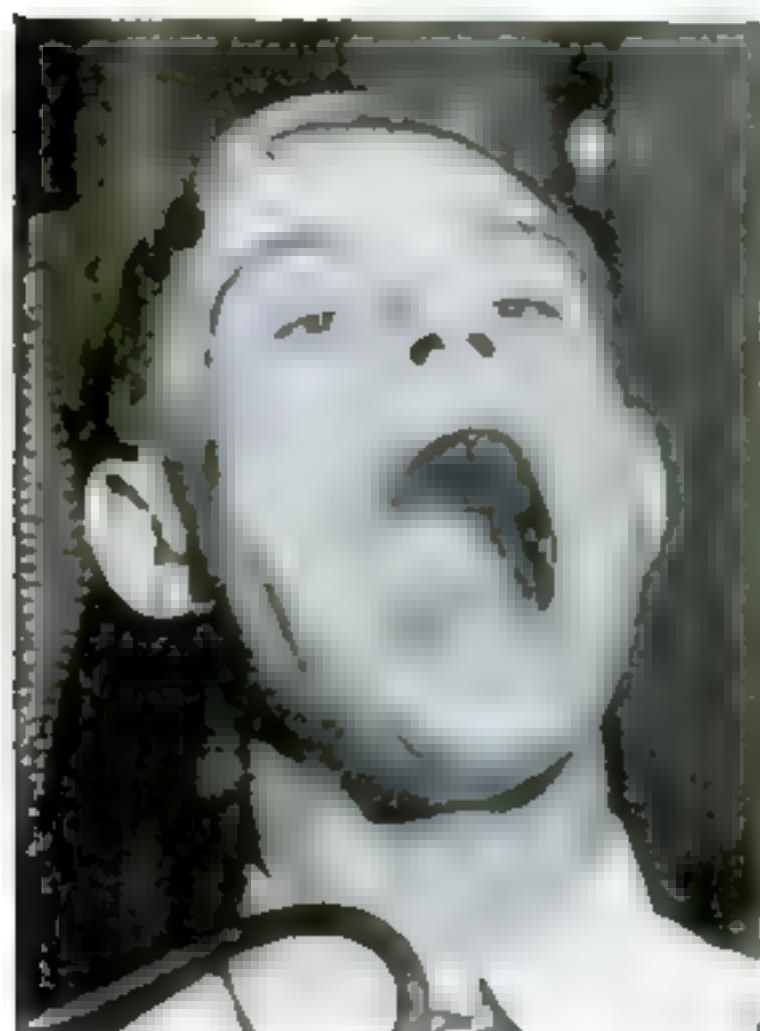
EARHART LIGHT

Sirs

This photograph shows the group present at the laying of the cornerstone of a lighthouse dedicated to the memory of Amelia Earhart on lonely Howland Island. The stone was laid by Dr. Ernest H. Gruening (fourth from right), director of the Division of Territories and Insular Possessions, Department of the Interior, on Nov. 17, 1937, when the Coast Guard Cutter *Roger B. Taney* visited the island. It was Howland Island that Amelia Earhart was heading for when she was forced down on her round-the-world flight early last summer. The lighthouse dedicated to this gallant flier will be a 20-foot structure to be completed sometime in January. The photograph was taken by H. H. Warner of the University of Hawaii and shows the blueprints of the lighthouse above the stone.

JOHN WARNER

Honolulu, T. H.



'JOE E. BROWN'

Sirs

Ordinary folks who look like famous people oftentimes are newsworthy. Pictured here is a newspaper carrier salesman who looks so much like Joe E. Brown of the films that folks who meet him call him "Joe" before they know that his name is James E. Kingston. His home is in Cambridge, Iowa. He received state-wide attention recently when he appeared as guest of honor on the Iowa network broadcast of the Sunday afternoon Carrier Salesmen's Radio Party. Incidentally "Joe" doesn't mind having people laugh at him.

FRANK JAFFE

Des Moines, Iowa

SPECIALIST IN TUNNEL

Sirs

I am an amateur photographer, specializing in action and unusual photos of trains. This photo of a passenger train entering a tunnel a few miles south of Boise is one of the best I have so far taken.

I thought about taking a photo like this for quite a while before I finally got up enough nerve to try it.

HENRY GRIFFITHS

Boise, Idaho



NOT ONLY THE FRENCH

Sirs

In your issue of Nov. 20, there appeared a photograph of Danielle Darrieux in beach attire. Its caption was "Only the French can get so much sex appeal into a simple picture of a girl in a bathing suit."

If the "only" were omitted, I would not disagree, but as it stands, I do disagree, and wholeheartedly.

This snapshot which justifies my difference of opinion is of a Welsh-Indian girl on the beach, partially covered with a bath towel. It was taken last July by myself. Although it does not have all the excellent points that your picture has, I'm sure you will admit that it has sex appeal.

DANIEL REED

Kenosha, Wis.





END OF LUCY

Sirs:

This picture of mine shows in the foreground all that is left of Lucy, Andrew Carnegie's first blast furnace, now being dismantled at the Carnegie-Illinois Steel plant here. In the background is Furnace No. 2 which they will start to take down in a few weeks.

Lucy was built in 1871 and was named after Lucy Carnegie, the wife of

Andrew's brother Thomas. It was a 50-ton unit. (Now there are 1,000-ton units.) It was taken out of production in 1929. In Lucy's active life of 58 years, 6,321,294 tons of metal were produced in its original hearth.

LUKE SWANK

Pittsburgh, Pa.

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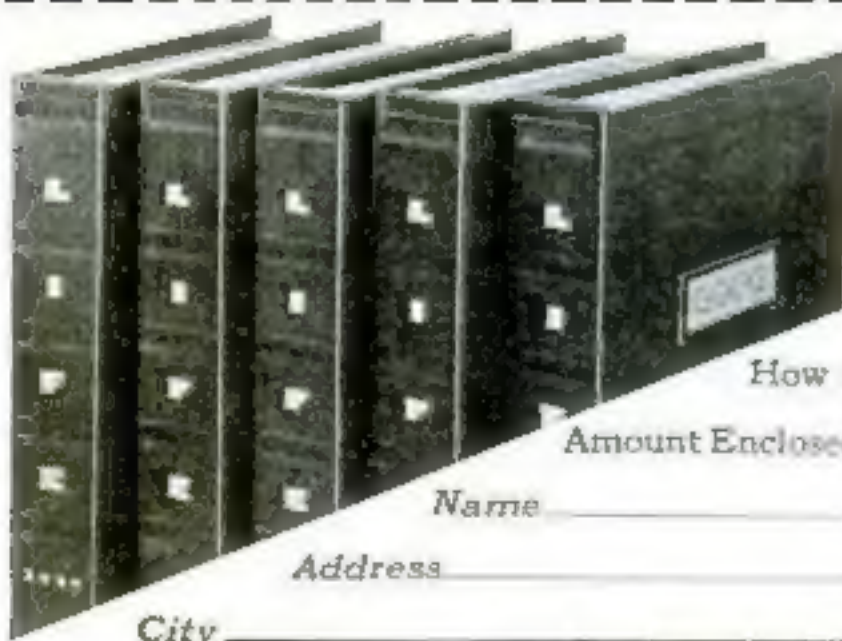
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PICTURES TO THE EDITORS

(continued)

BEAUTIFUL PELICANS

Sirs:

The California Pelican is first in humor and we believe it is also first in beauty. Therefore, we take up the challenge of the Michigan Gargoyle (LIFE, Nov. 29) and leave the decision to you and your readers.

Is it any wonder that with such a staff as this the Pelican has been rated as the best college comic by the magazines Judge and Esquire?

ELWOOD WILLIAMS,
 Manager

The California Pelican
 University of California
 Berkeley, Calif.



PINHOLE CAMERA

Sirs:

I am an instructor in photography at the Franklin School of Arts and Science. The first thing the elementary students in photography do is to build a pinhole camera (left). Many of my friends and students just can't believe that this box can take photographs until they try it themselves. Here are a few results (below).

LOUIS B. GREENSTEIN
 Philadelphia, Pa.



CURTAIN GOING UP!

The curtain is rising on the great drama of another year.

And not even the actors know what stirring tragedies, what heroic adventures, what high comedies and low deceptions they must play before the curtain falls. No one can foretell what unknown players will strut to sudden fame... or what familiar stars will make their final exit.

On this wide stage nations mightier far than Spain or China may keep a rendezvous with disaster—new banners of Fascism may wave in the New World—and fresh unrest may sweep out across industrial America. Truth is still stranger than fiction, and the great show of 1938 will be as enthralling as the whole struggling world each week can make it!

The curtain is going up now on all this vast excitement, yet in the audience there are millions who will catch only snatches of the action—who will miss the best lines and lose the drama of the plot.

TIME offers you a front row seat for the tremendous, marching pageant of the news. TIME will give you the meaning of every worthwhile act—all the stirring, laughable, heroic, pitiable things that make each year so richly complex and so hard to follow without TIME's help.

TIME

The Weekly Newsmagazine



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DO EXPERT MARKSMEN FIND THAT CAMEL'S COSTLIER TOBACCOS MAKE A DIFFERENCE?

"YES, SIR, in my bunch of expert shots—Camels are the favorite cigarette," says *Ransford Triggs*, one of the foremost marksmen in America. "Marksmen know that it takes steady nerves to make high scores. And the fact that Camels don't frazzle my nerves goes over big with me. That comes from a man who smokes plenty of Camels every day, too."

And millions of other people—the most loyal group of smokers in the world—put their "O. K." on Camels too—making Camels the largest-selling cigarette in America

"EVERY CAMEL I smoke seems tastier than the last one," says *I. Gorkun*, watchmaker. "That's honest-to-goodness natural flavor in Camels—the kind I don't get fed up on—ever. 'I'd walk a mile for a Camel!'"



TAKING X-RAYS is a delicate job—and a tiring one too. But as Miss *Myrtle Sawler*, X-ray technician, says: "When I'm tired, a Camel quickly refreshes me. I get a 'lift' with a Camel."

A HINT from *Elizabeth May*, home economist: "There's a world of comfort in smoking Camels for digestion's sake," she says. "I smoke Camels myself at mealtimes and after."



"I'M HANDLING money by the thousands," says bank teller *John McNabon*. "Jittery nerves just don't fit in with this kind of work. So it's Camels for me. Camels are mild!"

FRANK EAMON, New York ambulance driver, says: "I smoke a good many Camels. I know I can count on Camels. They don't jangle my nerves. And without healthy nerves I'd never be able to hold down this job."



(ABOVE)
Head-on view of *Ransford Triggs* on the firing line. His .22 calibre rifle is equipped with hand-made sights. He uses the sighting 'scope beside him to help get his sights set exactly for the centre of the bull's-eye. The glove helps protect his hand.



Camel pays millions more for **COSTLIER TOBACCOS!** Camels are a matchless blend of finer, **MORE EXPENSIVE TOBACCOS**—Turkish and Domestic.

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